APRIL 20, 1959 THIRTY-FIVE CENTS

# BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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## Now Your ANNOUNCEMENTS Can Get HIGHER VIEWING!

Thanks to the fact that WHO-TV has invested over $250,000 in top film packages—and programs them in excellent time periods—*you can buy one-minute participations, with FABULOUS ratings, at exceptionally low cost!*

WHO-TV particularly recommends these three terrific shows—*all* with vastly higher ratings than their competition, according to ARB for January 12—February 8, 1959:

**FAMILY THEATRE** (12:00 NOON to 2 PM, MON. thru FRI.)

| Average ARB rating, Mon.-Fri.— | 1 Week | 4 Weeks |
|---|---|---|
| WHO-TV | 16.2 | 15.3 |

ARB Cumulative Rating—42.0%

**EARLY SHOW** (4:30 PM to 6:05 PM, MON. thru FRI.)

| Average ARB rating, Mon.-Fri.— | | |
|---|---|---|
| WHO-TV | 23.1 | 20.4 |

ARB Cumulative Rating—47.9%

**LATE SHOW** (10:30 PM to sign-off, MON. thru FRI.)

| Average ARB rating, Mon.-Fri.— | | |
|---|---|---|
| WHO-TV | 10.6 | 10.6 |

ARB Cumulative Rating—31.7%

PGW has all the dope, including the list of top-flight advertisers who are now *using* these spectacular offerings. Make a note to ask your Colonel!

WHO-TV is part of Central Broadcasting Company, which also owns and operates WHO Radio, Des Moines; WOC-TV, Davenport

WHO-TV

Channel 13 • Des Moines

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager
Peters, Griffin, Woodward, Inc., *National Representatives*

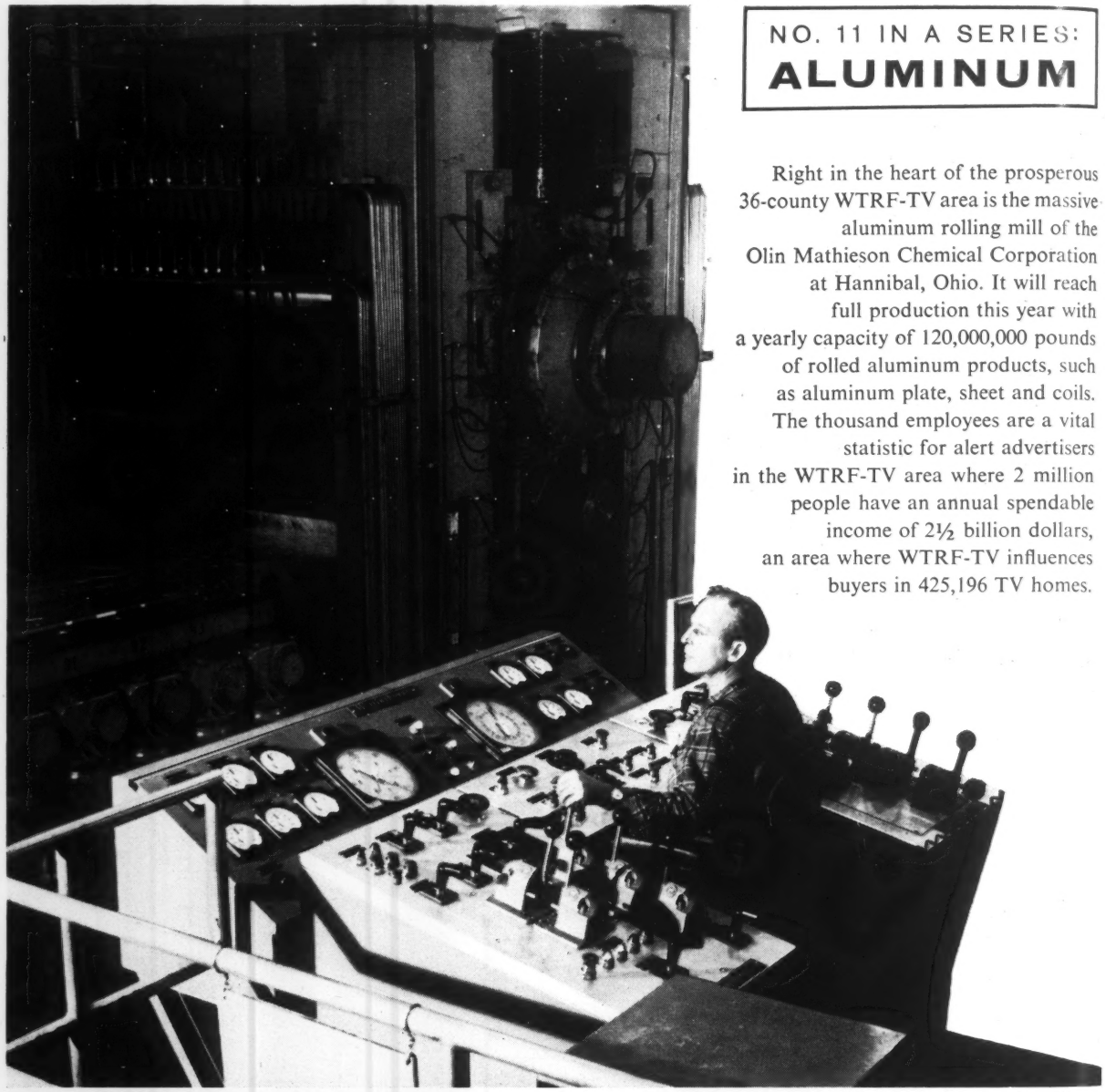
NBC Affiliate

# WHEELING: 37* TH TV MARKET

*Television Magazine

## One Station Reaching The Booming Upper Ohio Val ey

NO. 11 IN A SERIES:
**ALUMINUM**



Right in the heart of the prosperous 36-county WTRF-TV area is the massive aluminum rolling mill of the Olin Mathieson Chemical Corporation at Hannibal, Ohio. It will reach full production this year with a yearly capacity of 120,000,000 pounds of rolled aluminum products, such as aluminum plate, sheet and coils. The thousand employees are a vital statistic for alert advertisers in the WTRF-TV area where 2 million people have an annual spendable income of 2½ billion dollars, an area where WTRF-TV influences buyers in 425,196 TV homes.

*For availabilities, call Bob Ferguson, VP and Gen. Mgr., or Needham Smith, Sales Manager, at CEdar 2-7777.*

*National Rep., George P. Hollingbery Company.*

316,000 watts NBC network color

WHEELING 7, WEST VIRGINIA

wtrf tv

CHANNEL

# THE PREFERRED RADIO STATION IN BALTIMORE

*"Preferred"* has a two-way meaning in Baltimore radio. Adult Baltimoreans prefer WCBM programming . . . and agencies *and* advertisers prefer the kind of audience WCBM consistently delivers!

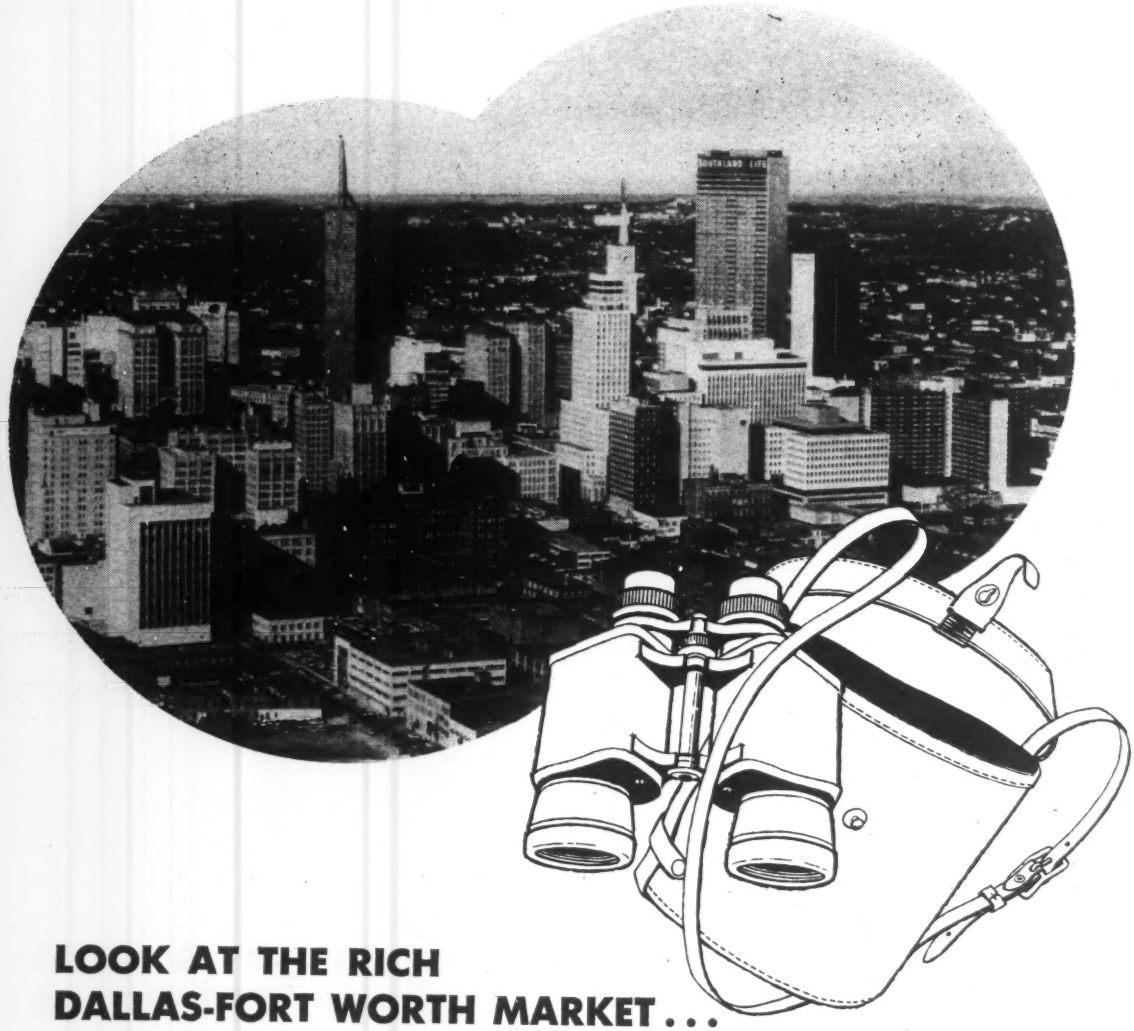
# WCBM

*10,000 watts on 680 KC ● Baltimore 13, Maryland*

*A* **CBS** *Radio Affiliate*



Published every Monday, 53rd issue (Yearbook Number) published in September by Broadcasting Publications Inc., 1735 DeSales St., N. W., Washington 6, D. C. Second-class postage paid at Washington, D. C.



## LOOK AT THE RICH DALLAS-FORT WORTH MARKET . . .

. . . and the best way to see it is through KRLD-TV in Dallas . . . covering more than 656,000 TV Homes . . . the greatest TV Circulation in the South! Ask any Branham man.

KRLD-TV

John W. Runyon
*Chairman of the Board*

Clyde W. Rembert
*President*

THE DALLAS TIMES HERALD STATIONS

CBS

*Channel 4, Dallas*

**MAXIMUM POWER** TV-Twin to KRLD radio 1080, CBS outlet with 50,000 watts.

# CLOSED CIRCUIT

**P. R. plan** • Tv Information Committee, appointed last month at NAB convention, has reached preliminary agreement on three-year public relations project, with estimated budget of $1,140,000 per year, to be carried on under NAB "umbrella." Proposal, to be presented to NAB Tv Board at meeting in New York April 30, would provide for opening of New York public relations office with headquarters there or in Washington but to function as entity, separately staffed. Name tentatively discussed is Television Information Bureau (TIB) or Office (TIO).

*Money for three-year project to affirmatively sell tv against print media and other critics would be raised principally from stations and networks. Highest one-hour rate of tv stations would be sought on quarterly basis. Networks would be asked to contribute perhaps $100,000 each with their owned and operated stations to subscribe on regular basis. Retaining NAB "umbrella" is premised on notion that its main functions are in public relations and government relations and that it has faltered badly in former. To withdraw project from NAB fold could precipitate schism with disastrous results, committee feels.*

**Squeeze play** • One of biggest advertising agencies is practicing tie-in pressures reminiscent of war days when customers had to buy two bottles of bad rye to get one bottle of Scotch. Agency controls multi-million dollar account which is heavy user of spot tv. But for station to be ordered on this, agency "suggests" acceptance of another account, not so desirable. Issue has been joined and major battle impends with outcome a toss-up at moment.

**Birthday ball** • Gala commemoration of 25th anniversary of federal communications regulation is being planned by entities identified with overall communications field. Tribute would be paid to all living members of FCC, to legislators who sat on committees that wrote Communications Act of 1934 and to others in public life identified with early days of communications regulation.

*Sparked by Federal Communications Bar Assn., project would include trade associations identified with communications (NAB, Electronic Industries Assn., Assn. of Maximum Service Telecasters, Clear Channel Broadcasting Service, telephone and telegraph entities, etc.). Event would be observed at dinner July 11, precise 25th anniversary of Communications Act, at Statler-Hilton in Washington.*

**Day and date** • Chicago office of J. Walter Thompson Co. expected to release in next fortnight results of survey described as highly favorable to daytime radio. Agency's Family Advisory Service made study on behalf of JWT clients, showing influence of radio on American housewives during daytime hours.

**Fast Nielsens** • Second instant-ratings service is scheduled to be operating commercially in New York within weeks—A.C. Nielsen Co.'s Instantaneous Audimeter which has been in installation there for several months. Original target date of "spring" for commercial operation, authorities confide, will be met. Rates not yet set. American Research Bureau's Arbitron instant-ratings service has been in operation in New York since Sept. 1, 1958, on commercial basis.

**Oversight revisited** • New staff of House Legislative Oversight Subcommittee has been swamped last two weeks trying to provide information subpoenaed and volunteered in trials of Richard Mack, Thurman Whiteside and Bernard Goldfine, all indicted as result of subcommittee disclosures. Committee has taken extra precautions to acquire best staff available to avoid repetition of past strife. All applicants were given stiff tests, "even if recommended by the Speaker." Some job-seekers objected and left in "huff" when asked to take exam.

*Committee now has 12 staffers at work, including Chief Counsel Robert Lishman, and plans to hire 3-4 more. No attorney has yet been assigned to FCC, which informed sources report, will be left alone for several months as far as alleged improper activities are concerned. First study on agenda will be one of "practicability, necessity and advisability" of placing some limitations upon ex parte recommendations made to commissioners in rulemaking proceedings. Problem will be explored in depth during hearings on HR 4800, designed to carry out subcommittee recommendations.*

**Against stream** • Contrary to trend, WGN Chicago reports radio billings for first quarter 50% ahead of year ago. Tv, according to Ward Quaal, vice president-general manager of WGN stations, is up 39% as against 1958 first quarter, while on March-to-March basis, it's up 41.8%. He attributes increases to "uplifted operations, more aggressive selling by more salesmen."

**Advance notice** • Marking departure from procedure during incumbency of Sherman Adams as assistant to President, White House notified Senate Commerce Committee Chairman Warren Magnuson (D-Wash.) of decision to renominate Comr. Rosel H. Hyde for new seven-year term week before name was transmitted to Senate last Friday. White House said nomination would be coming up "within few days". Brief confirmation hearing is planned prior to June 30 expiration of present Hyde term. While quick confirmation is expected, committee may jog Comr. Hyde on Commission's delays in processing of cases and on lethargy in handling allocations and other matters.

**The bounce** • Firestone, in negotiations with ABC-TV after five years at 9-9:30 p.m. Mondays (story page 48), may go video-tape over independent stations if it does not find suitable major network time. This possibility, it's learned, has been discussed with Raymond Firestone, president. Five years ago, great furore running from White House to Capitol was precipitated when Firestone was dropped by NBC and moved to ABC. Then, as now, problem centered around inability to get competitive ratings for show.

**Cure proposed** • Legislation to eliminate Sec. 309(c) of Communications Act (which permits automatic protests on ground of economic injury) and to provide other remedies relating to pregrant protests, has been drafted by Federal Communications Bar Assn. and shortly will be introduced in Senate by Chairman Magnuson (D-Wash.) of Commerce Committee. FCBA President Leonard H. Marks has been authorized by executive committee to testify in support of remedial legislation at expected hearings.

**Antitrust boss** • Successor to Victor R. Hansen as assistant attorney general in charge of Antitrust Division, Dept. of Justice, in all probability will be Assistant Attorney General George C. Doub, chief of Civil Division. Judge Hansen's chief assistant, 31-year-old Robert A. Bicks, becomes acting chief, but Mr. Doub's final selection is expected because of age factor.

# CAPTURE CLEVELAND

# WITH THE BIG MOVIES

Just a minute! THAT'S ALL IT TAKES TO CAPTURE NORTHERN OHIO'S BIG MOVIE-MINDED AUDIENCE HERE'S WHY:

**WARNER BROTHERS... PARAMOUNT**
**20TH CENTURY... UNITED ARTISTS**

Scheduled 4 times daily on Channel 8 . . . 9:00 AM "Watch & Win"—1:00 PM "Star Matinee"—5:30 PM "Big Show"—11:20 PM "Nite Movie"

"Famous on the local scene"

**WJW·TV**

CHANNEL 8

**CBS • CLEVELAND, OHIO**

Storer Television — Storer Broadcasting Company

WJW-TV Cleveland | WAGA-TV Atlanta | WSPD-TV Toledo | WJBK-TV Detroit | WITI-TV Milwaukee

## WEEK IN BRIEF

MR. DANFORTH

**Agencies can improve their image** • The way to win business' absolute confidence, says J. Davis Danforth, executive vice president, BBDO, and chairman, AAAA, is simple: be businesslike. Many advertisers, he adds, have a misconception about Madison Avenue because the avenue has not earned for itself the kind of business reputation it deserves. It is up to the agencies, argues Mr. Danforth, to improve its image in a society which is becoming increasingly more intelligent and more critical. For the how-to-do-it, read MONDAY MEMO. Page **26**.

**Network tv sales boom** • Hesitation of year ago is gone as advertisers sign up at a clip that pushes network fall-season nighttime sales three months ahead of 1958 selling season. Rundown of program lineups, production costs, sponsors, producers, and unsold or unassigned periods as they currently stand. Page **31**.

**Timebuyers evaluate local tv** • Programming at local level and some of the factors influencing their purchase of it are examined by 271 panelists in new NBC Spot Sales Timebuyer Opinion Panel. Page **34**.

**AAAA Convention this week** • Government relations, creativity, "rising expectations" to highlight annual meeting starting Thursday. Record 700 members and guests expected. Page **42**.

**Do they get the message?** • A research study by Norman, Craig & Kummel indicates that highly-rated westerns and other "violent" tv programs fall down in sponsor identity while "warm, friendly" programs, often with lower ratings, score higher in communicating the sponsor's message. Page **46**.

**New chapter, same verse** • Mack-Whiteside criminal trial marks third phase of Miami ch. 10 award aftermath. Page **78**.

**CBS gains again** • Stanton tells stockholders meeting that first-quarter sales and earnings were best ever; sees 1959 results ahead of record set last year. Page **64**.

**CBS Radio signs six** • WKMH Dearborn to replace WJR Detroit in affiliate lineup; five other Michigan stations in Knorr, Booth and Stevens-Wismer groups also sign up. Page **72**.

**Tv allocations report** • FCC has statement for Congress: Long range answer is 50-channel vhf band; short range moves include shoehorning extra vhf channels in problem areas. Page **75**.

**Boosters made legal** • FCC agrees it will license these tv auxiliaries. Commission, however, reaffirms previous decisions it cannot touch community antenna systems. It recommends congressional action to require catv systems to get permission from stations from which it picks up programs, and also carry local tv stations if requested. Page **76**.

**Brewers boost broadcast buying** • TvB releases figures showing their 1958 investment in spot and network tv up 6% over 1957. Report also reveals print media ads by brewers down 21%. Page **50**.

### DEPARTMENTS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This is NOT a game! It's a FACT!

QUESTION:

?

What's different about Buffalo, N. Y.?

ANSWER:

In BUFFALO it actually COSTS LESS than HALF to buy the TOP STATION

WBNY

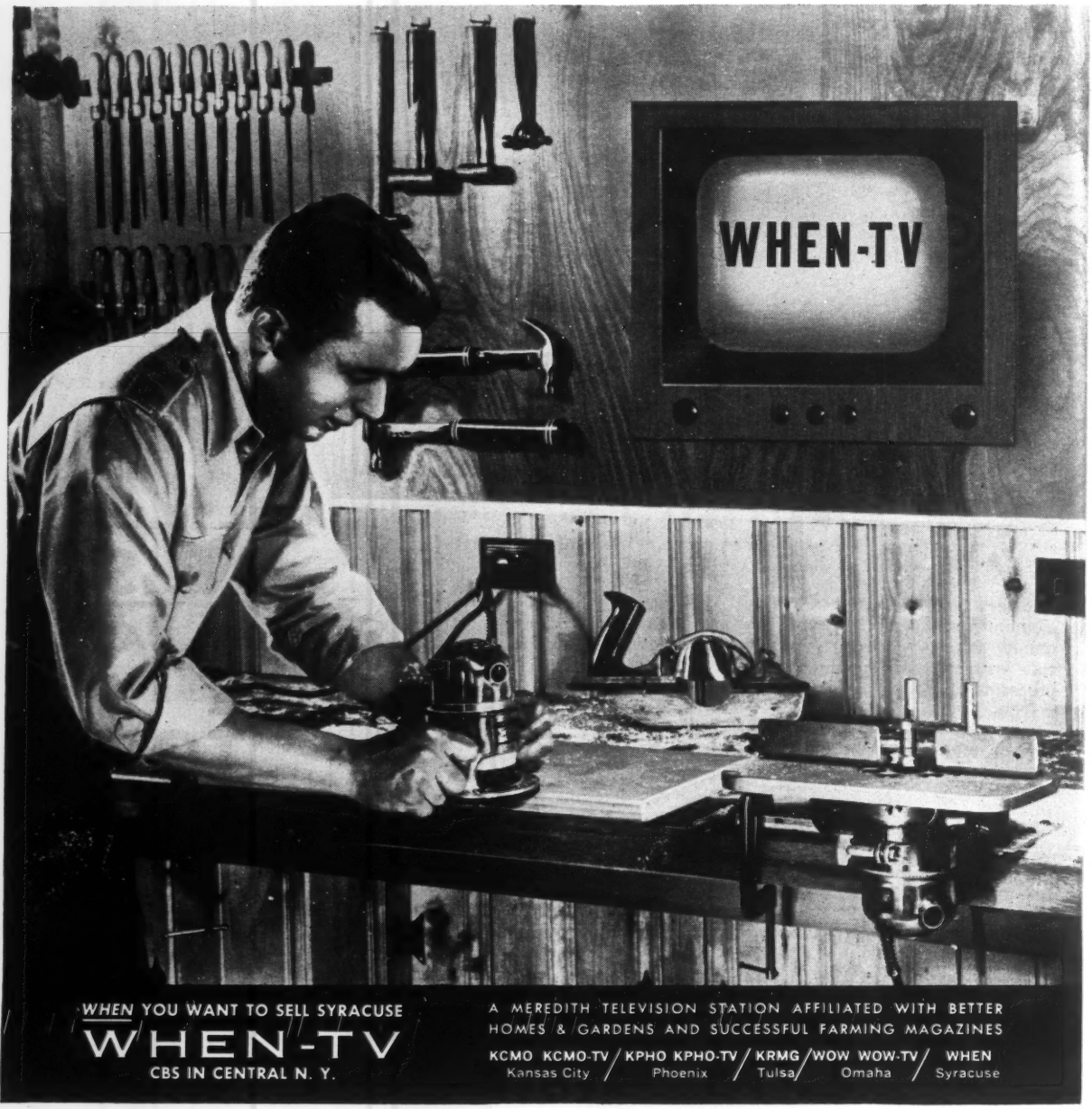
See latest Pulse figures and rate card or call Jack Masla

PRODUCTS OF

# SYRACUSE

*. . . important in the home*

Power at work . . . in these home workshop tools made by Syracuse's Porter-Cable Machine Company . . . in the lively program broadcast by Syracuse's **WHEN-TV**. Both designed for a better home life . . . greater pleasure. To put power to work behind your product in Syracuse and all of Central New York, place it on **WHEN-TV** view. A call to the Katz Agency or **WHEN-TV** commercial manager, Fred Menzies, will put it in the spotlight.


WHEN-TV
*WHEN* YOU WANT TO SELL SYRACUSE
WHEN-TV
CBS IN CENTRAL N. Y.
A MEREDITH TELEVISION STATION AFFILIATED WITH BETTER HOMES & GARDENS AND SUCCESSFUL FARMING MAGAZINES
KCMO KCMO-TV Kansas City / KPHO KPHO-TV Phoenix / KRMG Tulsa / WOW WOW-TV Omaha / WHEN Syracuse

# ANOTHER FCC TERM FOR HYDE

President Eisenhower on Friday nominated FCC Comr. Rosel H. Hyde for third seven-year term as FCC commissioner. Announcement was made from Augusta, Ga., where President was vacationing. Nomination requires Senate approval. Mr. Hyde's present term expires June 30.

Idaho-born 59-year-old Republican is true government careerist. He entered government in 1924 as clerk with Civil Service Commission, was accountant at Office of Public Buildings & Parks, and joined Federal Radio Commission in 1928. He received law degree from George Washington U., Washington, in 1929, and in 1942 was appointed assistant general counsel of FCC. In 1945 he was named general counsel, and in 1946 appointed commissioner to fill unexpired term of William H. Wills. In 1952 he was reappointed.

Mr. Hyde was chairman of FCC from April 1953 to October 1954, being succeeded by George C. McConnaughey.

During his tenure as chairman, Mr. Hyde put into practice revised tv processing procedure which saw hundreds of tv grants made—first after tv freeze, which began in September 1948 and ended in April 1952. He also has been active in international conferences, most recent being the 1950 North American Regional Broadcast Agreement and 1957 radio agreement with Mexico. Both are still awaiting Senate ratification.

## ASCAP and radio: where matters stand

Details of both agreement and disagreement in current negotiations between ASCAP and All-Industry Radio Music License Committee were out in open Friday after report by Bill Morgan, KLIF Dallas, member of all-industry group.

Robert T. Mason, WMRN Marion, Ohio, committee chairman, had told broadcasters at NAB convention that broad agreement had been reached that would reduce radio stations' ASCAP music license fees by total 9% (BROADCASTING, March 23). Mr. Morgan gave other details in report to Texas Assn. of Broadcasters last week. Here, as confirmed by still other sources, is gist of situation:

There's agreement that commercial fee will be reduced from 2.25% of net time sales to 2.125%, and that sustaining fees for stations grossing more than $50,000 per year will be cut by total of $350,000, which is 35% of all sustaining fees paid by radio stations to ASCAP in 1957. (Reason there's no reduction in sustaining fee for stations grossing under $50,000 is that they pay only nominal sustaining rate of $1 per month.) It has been estimated that new agreement, when final, would mean total saving to radio of more than $750,000 a year.

Where there's disagreement between ASCAP and all-industry committee is in finding formula for distributing that $350,000 reduction in sustaining fees. Under old licenses, sustaining fees were based on stations' half-hour and quarter-hour rates. But ASCAP wants new rates based on multiples of one-minute rates. It's on this point, and on amount of reductions for stations in different size groups, that differences continue—and currently appear far from settled.

When agreement is finally reached, all-industry group will make recommendations but it will be for each station individually to decide whether to accept or reject.

## Alert test success although bugs appear

For 30 minutes Friday—between 11:30 a.m. and noon, EST— more than 3,000 radio and television stations were mute while 1,200 other am radio stations pooled forces to bring U. S. listeners taste of wartime alert. Cost to broadcasters in loss of half-hour revenues: estimated $250,000.

First reports, countrywide, hailed efficiency of operation. Scattered reports indicated interference problems in some areas; poor reception of either 640 kc or 1240 kc (Conelrad frequencies) in some areas, unintelligible messages from civilian defense authorities in others.

National program, live from unidentified "secret" civil defense headquarters, fed voices of four recognizable network announcers to all Conelrad stations. They were Charles Ashley, ABC; Lewis Shollengberger, CBS; Steve McCormick, MBS and Robert McCormick, NBC.

Material from national headquarters was under production supervision of professional broadcasters—Don Coe, ABC; Dave Driscoll, CBS; Joseph Keating, MBS and Sam Sharkey, NBC. Also assigned to production planning was Vincent Wasilewski, NAB government relations executive.

National program was highlighted by live message delivered by Civil & Defense Mobilization Director Leo A. Hoegh. Messages mainly were explanation of Conelrad operation and description of construction and equipping of emergency shelters.

In Washington, D.C., area, Conelrad stations made switches to 640 kc and 1240 kc in 30-60 seconds after "alert" sounded. Program material furnished by local civil defense to 1240 kc clusters proved of such low quality, civil defense officers ordered switch to national program. Some fading discernible on 640 kc, but not of major significance. Reception on 1240 kc in downtown Washington proved poor.

All radio and tv stations in Washington area ran explanations of upcoming Conelrad drill every 30 minutes all morning up to 11:30 practice alert. Telephone calls inquiring about silence were at minimum (WTOP-AM-TV, CBS affiliate in capital city, received 23 calls; WARL Arlington, Va., received only four calls).

**Bad Time in L.A.** • Conelrad exercise put Southern California stations off

**CONTINUES** *on page 10*

## No Merger

Merger talk between Fletcher D. Richards Inc., and Cohen & Aleshire, both New York, which had been proceeding for some time is now reported definitely off. C&A Chairman Harry B. Cohen was quoted as saying there was no anticipation of resumption of negotiations. Meanwhile, remaining formalities in merger of Richards organization with Calkins & Holden were expected to be cleared up in near future.

# AT DEADLINE

**CONTINUED** *from page 9*

air at 8:30-9 a.m., peak morning traffic time and heaviest shopping day of week. Morning motorists were deprived of bulletins on which they normally depend to warn them of traffic conditions.

Western station operators resentfully charged committee of eastern broadcasters picked relatively quiet 11:30-Noon EST for test, with westerners having no voice in matter.

Minimum calls to Southern California stations resulted from widespread publicity over air, but stations adjacent on radio dials to Mexican border outlets—which continued broadcasting—received calls accusing them of ignoring Conelrad-imposed silence.

In Marlboro, Mass., WSRO there reported so many alerts filled air that warnings could not be understood.

Conelrad drill throughout country was checked by FCC field engineers, with reports due this week. In some areas variations of Conelrad were ordered—including use of stations on regular frequencies and with full power for 2-3 minute bursts.

Only two dissents made on Friday: One was from Savannah civil defense director who claimed Conelrad system was "obsolete" and would only lead to general panic. He referred to test several years ago which showed, he said, 90% of people in Savannah and Chatham County could not receive intelligible signal.

Other was Ben Strouse, WWDC Washington, who in on-air editorial lambasted quality of civil defense program material furnished 1240 kc clusters in Washington area. For first 15-minutes, Mr. Strouse said, program was "absolutely unintelligible."

**Wire Alert Plan** • Muzak Corp., New York, music programmer, has arranged with civil defense for number of its franchise holders to feed alert in time of national emergency or disaster condition. Warning signal system, used by 177 of Muzak's franchisers, will be sent over leased phone wire (costs to be shared with state civil defense offices), according to details to be revealed today (April 20) in New York when several hundred Muzak franchisers will assemble for three-day meeting.

## KPEL to ABC

KPEL Lafayette, La., affiliates with ABC Radio network effective April 27. Its owner is Pelican Broadcasting Co., of which John Paul Goodwin is president, William A. Patton vice president and general manager. KPEL operates on 1420 kc with 1 kw daytime and 500 w night.

# WEEK'S HEADLINERS

MR. RICH

• LEE RICH, vp in charge of media for Benton & Bowles, N.Y., elected member of agency's board of directors (CLOSED CIRCUIT, April 6). Mr. Rich joined B&B in 1952 as associate media director; was elected vp in 1955, and named director of media in 1957. Earlier, he had been media director of Wm. H. Weintraub agency in New York (now Norman, Craig & Kummel) for three years and media director for Albert Frank-Guenther Law, N.Y.

MR. MARTIN

• DONALD N. MARTIN will resign as public relations director of NAB, effective June 19, to establish his own public relations firm with offices in New York and California. Firm will result from merger of two existing companies, it is understood. Harold E. Fellows, NAB president, is considering successor to Mr. Martin but has not yet made his decision. Mr. Martin joined NAB in November 1956.

MR. TREVARTHEN

• WILLIAM H. TREVARTHEN, vp of production services, ABC, since February of this year, named director of network operations, NBC-TV, effective April 27. He will be in charge of NBC-TV studio and theatre operations, maintenance and plant facilities, administration and scheduling of all engineering personnel and special and sound effects. Other NBC appointments: JAMES G. HERGEN, director of participating program sales, NBC-TV, appointed director of NBC Telesales, N.Y., and WILLIAM F. STORKE, administrator of participating program sales, appointed director, succeeding Mr. Hergen.

MR. SHELTON

• WILSON A. SHELTON, vp and creative director of Compton Adv., N.Y., appointed senior vp and creative director of agency. Mr. Shelton replaces ALFRED J. SEAMAN, who has resigned, and will announce his future plans shortly. Mr. Shelton also was named to Compton's board of directors. Previously, he had been with Biow Co., N.Y., as senior vp and creative director and had held similar posts with Dancer-Fitzgerald-Sample, and Wm. Esty Co., both New York.

MR. KRUGMAN

MR. GOULD

MR. MELAMED

MR. MAY

LESTER KRUGMAN, executive director of advertising, promotion and merchandising of National Telefilm Assoc., N.Y., named vp in charge of advertising and public relations. Other NTA appointments: GEORGE K. GOULD, president of NTA's Telestudios Inc., appointed to additional post of vp in charge of broadcast facilities; DAVID J. MELAMED, vp in charge of business affairs, named vp in charge of administration; ALAN MAY, vp-treasurer of National Theatres Inc., L.A., assumes added duties of vp-treasurer of NTA, controlled by National Theatres; SAMUEL P. NORTON, formerly partner in Rosenthal & Norton, Los Angeles law firm, elected vp in charge of legal and business affairs, and BURTON LIPPMAN, controller of NTA, adds duties of assistant treasurer and assistant secretary.

**FOR OTHER NEWS OF PEOPLE SEE FATES & FORTUNES**

# DISTINGUISHED AWARD TO KLZ-TV DENVER

THE ALFRED I. DUPONT TELEVISION AWARD FOR 1958 has been presented to KLZ-TV Denver, Colorado. . . . the only station to be so honored.

KLZ Radio received the Alfred I. duPont Award in 1948. This latest honor to KLZ-TV reflects a continuing philosophy of excellence in over-all programming, a principle of leadership to which this company remains dedicated.

KLZ-TV, Denver, Colo. Affiliated with the CBS Television Network
A Subsidiary of Time, Incorporated

IN MARKET
AFTER MARKET
AFTER MARKET
AF

# JEFF'S COLLIE

© Lassie Programs, Inc. 1959

## *the sponsor's best friend*

LASSIE
is still
outstripping all competition
in its sixth
record-breaking year
on the network.

As **JEFF'S COLLIE,** it is
the best friend too
of the local sponsor.

Now the SECOND YEAR
of **JEFF'S COLLIE**
is available locally.

*For your market,*
*wire or phone collect today.*

I T C **INDEPENDENT TELEVISION CORPORATION**

488 MADISON AVENUE • NEW YORK 22 • PLAZA 5-2100

# WHO WINS... YOU, OR THE ICE BOX?

"And now a word from our sponsor. . . ." All too often, this is the cue for the viewing public to get up and go out to the ice box. . . . If that happens to you, *you're out in the cold* . . . no matter how big your star, or lush your audience rating. . . . To make those precious three minutes produce a *profit* is the main reason we're in broadcasting. **N. W. AYER & SON, INC.**

***The commercial is the payoff***

**A CALENDAR OF MEETINGS AND EVENTS IN BROADCASTING AND RELATED FIELDS**

**(*Indicates first or revised listing)**

April 20—**Radio Advertising Bureau** sales clinics at Tulsa, Okla., and Minneapolis, starting nationwide series that ends May 22. RAB will present 30 how-we-sold-it stories and exhibits.

*April 20—**Hollywood Ad Club's** Broadcast Advertising Day. NAB President Harold E. Fellows will address luncheon at Hollywood Roosevelt Hotel, co-sponsored by Hollywood Chamber of Commerce.

April 20-23—**American Newspaper Publishers Assn.**, 73rd annual convention, Hotel Waldorf-Astoria, New York. Agenda includes discussions on radio-tv competition for national ad dollar; working relationships between newspapers and broadcast stations; the problem of agencies who, for retail accounts for commission reasons, favor radio-tv and the effect of competitive media in the decline of newspapers' national advertising.

April 21—"Genii" awards banquet of **Radio & Television Women of Southern California**, Beverly Hills Hotel, Los Angeles.

April 23—**Georgia Assn. of Broadcasters**, management conference, Dinkler Plaza Hotel, Atlanta.

*April 23—**Chicago Broadcast Adv. Club** monthly luncheon meeting, Sheraton Towers, Chicago. Oliver A. Unger, president of National Telefilm Assoc., is featured speaker.

April 23-24—**Assn. of National Advertisers** two-day workshop on advertising expenditures, Westchester-Biltmore, Rye, N.Y.

April 23-24—**Ohio Assn. of Broadcasters**, Sheraton Gibson Hotel, Cincinnati. Speakers: Jerome H. Feniger, Cunningham & Walsh; Sol Taishoff, editor and publisher of BROADCASTING, "Editorializing in Radio"; Ed Broman, Ziv Productions, "Syndicated Tv Film"; Adam Young, and others to be announced. Entertainment Friday evening includes buffet dinner at Wiedemann Brewing Co. and Cincinnati Reds-Milwaukee Braves baseball game.

*April 23-25—**Western States Advertising Agencies Assn.**, ninth annual conference, Oasis Hotel, Palm Springs, Calif. Stan Spero, vice president, KMPC Los Angeles, will represent radio; Selig Seligman, vice president and manager, KABC-TV Los Angeles and Harry Floyd, manager of tv sales, NBC Western Div., will speak for television Friday morning during a panel on "How Media Is Meeting the New Concepts in Advertising."

April 23-25—**American Assn. of Advertising Agencies**, annual meeting at The Greenbrier, White Sulphur Springs, W. Va. Annual elections, other business in closed sessions April 23. April 24, presentation on "The Revolution in Rising Expectations" by correspondents, editors and publishers of Time Inc. magazines. Award-winning tv commercials, chosen by Art Directors Club of New York, and advertising films from Venice film festival will be shown both April 24 and 25. Creative session April 25 on safeguarding creativity in today's advertising agency, with discussions by Anthony C. Chevins, Cunningham & Walsh; John A. Sidebotham, Young & Rubicam, and David Ogilvy, Ogilvy, Benson & Mather, all New York. **Rep. Bob Wilson (R-Calif.)** to discuss legislative threats to advertising and what advertising needs to do. Other speakers to be announced. Annual banquet April 24.

April 24—**New Mexico AP Broadcasters Assn.**, Bishop's Lodge, Santa Fe.

April 24—**Oregon AP Radio Assn.**, Multnomah Hotel, Portland.

April 24-25—**South Dakota Broadcasters Assn.**, Sheraton-Cataract Hotel, Sioux Falls. A sales clinic is planned. Non-members invited.

April 24-25—**New Mexico Broadcasters Assn.**, Bishop's Lodge, Sante Fe.

April 24-25—**Arizona Broadcasters Assn.**, spring meeting, Ramada Inn, Phoenix. Speakers include Walter Lucking, president, Arizona Public Service Co.; Maj. Allan Deming, public information officer, Fort Huachuca, Ariz.; Stary Gange, vice president, Pacific Olive Growers Assn.; FCC Comr. Robert E. Lee and Howard Bell, NAB vice president. Phoenix mayor Jack Williams will be toastmaster at Friday banquet.

April 25—Spring meeting of **Associated Press Broadcasters of Idaho and Utah**, Hotel Boise, Boise.

April 25—**United Press International Broadcasters of Connecticut**, Waverly Inn, Cheshire.

April 25—**United Press International Broadcasters of Indiana**, Sheraton-Lincoln Hotel, Indianapolis. Agenda commences at noon and includes discussion on libel laws with report by President Bill Donnella.

April 25—Idaho-Utah AP Broadcasters Assn., Boise Hotel, Boise.

April 26—**Colorado-Wyoming AP Broadcasters Assn.**, Albany Hotel, Denver.

April 26-29—**National Assn. of Transportation Advertising** convention, The Greenbrier, White Sulphur Springs, W. Va.

April 26-29—**U.S. Chamber of Commerce** annual meeting, chamber hdqrs., Washington.

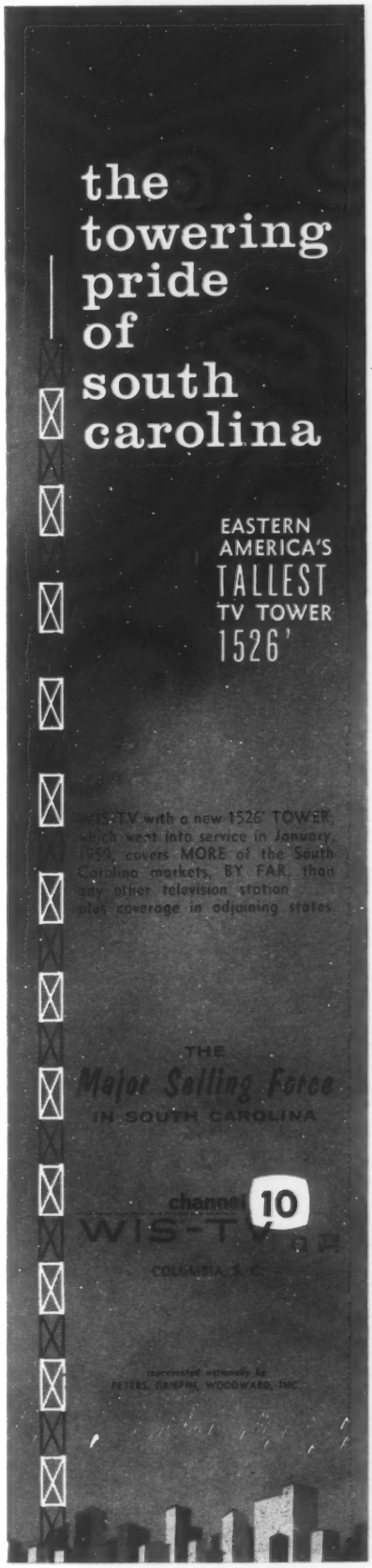
April 27-28—**Potts-Woodbury Adv. Agency Radio-Tv Farm Clinic**, Bellerive Hotel, Kansas City. Invited radio and tv farm directors and farm products manufacturers will be guests.

April 27-May 2—**Journalism & Broadcasters Week**, School of Journalism & Communications, U. of Florida, Gainesville. (April 27 is Broadcasters Day. Key speakers include FCC Comr. Robert E. Lee; Matthew J. Culligan, NBC-Radio vice president; John F. Day, CBS tv news director, and Harold Krelstein, president of Plough stations).

April 29—Comments due on FCC proposal to prohibit networks from representing tv stations other than their own in spot representation field. Docket No. 12,746.

April 29-30—**International Advertising Assn.** convention, Hotel Roosevelt, New York.

*April 29-May 2—**American Women in Radio & Television**, annual convention, Waldorf-Astoria, New York. **April 29**: Welcome party, 10:30 p.m. **April 30**: Tours and reception; banquet at 7 p.m., Sen. John F. Kennedy (D-Mass.) speaker; general session, 10 p.m., "Brainstorming for a Better AWRT". **May 1**: Fannie Hurst, commentator-author, keynote speaker at 9:45 a.m. opening session; NAB's Harold Fellows to moderate 10:30 a.m. panel on communications; Jayne M. Shannon, J. Walter Thompson Co. broadcast media supervisor, to moderate 2:30 p.m. panel on "Selling Techniques in a Changing Society." **May 2**: John Day, CBS-TV director of news, to moderate 10:30 a.m. panel on "Technical Progress—How to Make the Most of It"; also at 10:30 a.m., panel on


the towering pride of south carolina
EASTERN AMERICA'S TALLEST TV TOWER 1526'
WIS-TV with a new 1526' TOWER, which went into service in January, 1959, covers MORE of the South Carolina markets, BY FAR, than any other television station plus coverage in adjoining states.
THE Major Selling Force IN SOUTH CAROLINA
channel 10
WIS-TV
COLUMBIA, S. C.
represented nationally by PETERS, GRIFFIN, WOODWARD, INC.

**WSBT-TV** ...SOUTH BEND, INDIANA'S DOMINANT STATION

**HAZEL BURNETT... Captures the Eyes and Ears of Housewives in 15 Counties**

Housework in 15 counties stops when Hazel Burnett's "Homemakers Time" comes on the air—5 days a week from 9 to 9:30 a.m. That's because Hazel, WSBT-TV's Home Economist discusses subjects dear to the housewife's heart. The ladies respond with enthusiasm to the tune of about 1400 letters and post cards monthly.

"Homemakers Time" is the only program of its type in the South Bend area. It is typical of the many highly-rated local personality shows on WSBT-TV.

WSBT-TV dominates the prosperous South Bend market. The Nov. A.R.B. shows this station carrying 9 of the 10 top rated programs, 18 of the top 25; 33 of the top 50! Total Effective Buying Income in the station's 15-county coverage area is $1,594,029,000!

See your Raymer man or write WSBT-TV about availabilities on "Homemakers Time" and other popular local shows.

**WSBT-TV** ONE OF CBS' HIGHEST-RATED STATIONS

SOUTH BEND, INDIANA • CHANNEL 22

ASK PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

"Program Sources—Keeping a Step Ahead," moderated by Duncan McDonald, The Yankee Network; Pauline Fredericks, NBC analyst and UN correspondent, to moderate 2:30 p.m. panel on "Entertainment and Enlightenment." Election of officers and the McCall's Award Dinner also scheduled for May 2. **May 3:** Business meeting at 10:30 a.m. In addition, other social and business activities to be held throughout the five days.

**April 30-May 2—Alabama Broadcasters Assn.** annual meeting, Buena Vista Hotel, Biloxi, Miss. Speakers include FCC Comr. Robert T. Bartley; Dallas Townsend, CBS News; Charles H. Tower, NAB personnel-economics manager, and John M. Outler Jr., WSB Atlanta.

**April 30-May 3**—4th district, **Advertising Federation of America,** Tides Hotel & Bath Club, St. Petersburg, Fla.

**MAY**

**May 1—National Radio Month** opens.

**May 1—Journalism Institutes,** Center Bldg., U. of Wisconsin, Madison.

**May 1-3—Texas Assn. of Sigma Delta Chi,** Hotel Galvez, Galveston. Annual meeting.

***May 2—Inland Empire AP Broadcasters Assn.** meeting for broadcasters from Eastern Washington and North Idaho, Davenport Hotel, Spokane.

**May 2—Virginia AP Broadcasters,** spring meeting, National Press Club, Washington.

**May 2-3**—Spring caucus sponsored by **Los Angeles Advertising Women,** Ambassador Hotel, Los Angeles. Includes business meetings, social features and awards luncheon.

**May 3—Oklahoma AP Broadcasters Assn.,** Lake Texoma Lodge, Durant.

**May 3-9—Canadian Radio Week,** sponsored by Canadian radio manufacturers and radio stations, both CBC and private. Promotion material is being prepared.

***May 4**—Commencement of **FCC inquiry into television network program practices.** Chief Hearing Examiner James D. Cunningham presiding. Docket 12,782.

**May 4-6—Assn. of Canadian Advertisers,** annual conference, Royal York Hotel, Toronto, Ont.

**May 4-8—Society of Motion Picture & Tv Engineers,** semi-annual convention, Fontainebleau Hotel, Miami Beach, Fla. Theme will be "Films and Television for International Communications."

**May 4-9—Advertising Research Foundation** seminar in operations research, Cleveland. Eleven daytime and two evening lectures of three hours each in 6½ days. Further information from ARF.

**May 5—American Council for Better Broadcasts,** annual convention, Deshler-Hilton Hotel, Columbus, Ohio.

**May 6—National Aeronautical Electronics Conference,** Biltmore and Pick-Miami Hotels, Dayton, Ohio. A panel on worldwide communications systems is scheduled.

**May 6—National Academy of Television Arts & Sciences,** 11th annual Emmy awards presentation on NBC-TV, 10-11:30 p.m. (EST).

**May 6-9—Ohio State U. Institute for Education by Radio-Tv,** Deshler-Hilton Hotel, Columbus. Keynote address by Dr. Frank C. Stanton, CBS president. Other speakers: FCC Comr. Frederick W. Ford; Paul Chamberlain, equipment sales manager, GE, and producer David Susskind. Panel discussion on the advertiser as sponsor of educational tv programs under chairmanship of John P. Cunningham, president-chairman of Cunningham & Walsh. Interview by remote facilities with Sen. Warren G. Magnuson (D-Wash.).

**May 7-8—Kentucky Broadcasters Assn.,** Sheraton-Seelbach Hotel, Louisville.

May 7-9—5th district, **Advertising Federation of**

# Mitch and Robin

## ...which one's among the TOP 10 IN AMERICA?

## you'll find the answer on WKMH

When Mitch and Robin get together, the air waves crackle! Here indeed are two MUSIC MEN—each a leader in his field. Just as Mitch Miller has his enthusiastic fans, WKMH's Robin Seymour has an immense and loyal following. Robin was recently named one of the top 10 radio personalities in America. Why not let this national award winner make sales for YOU in the rich Detroit market?

*Represented by Edward Petry & Co., Inc.*

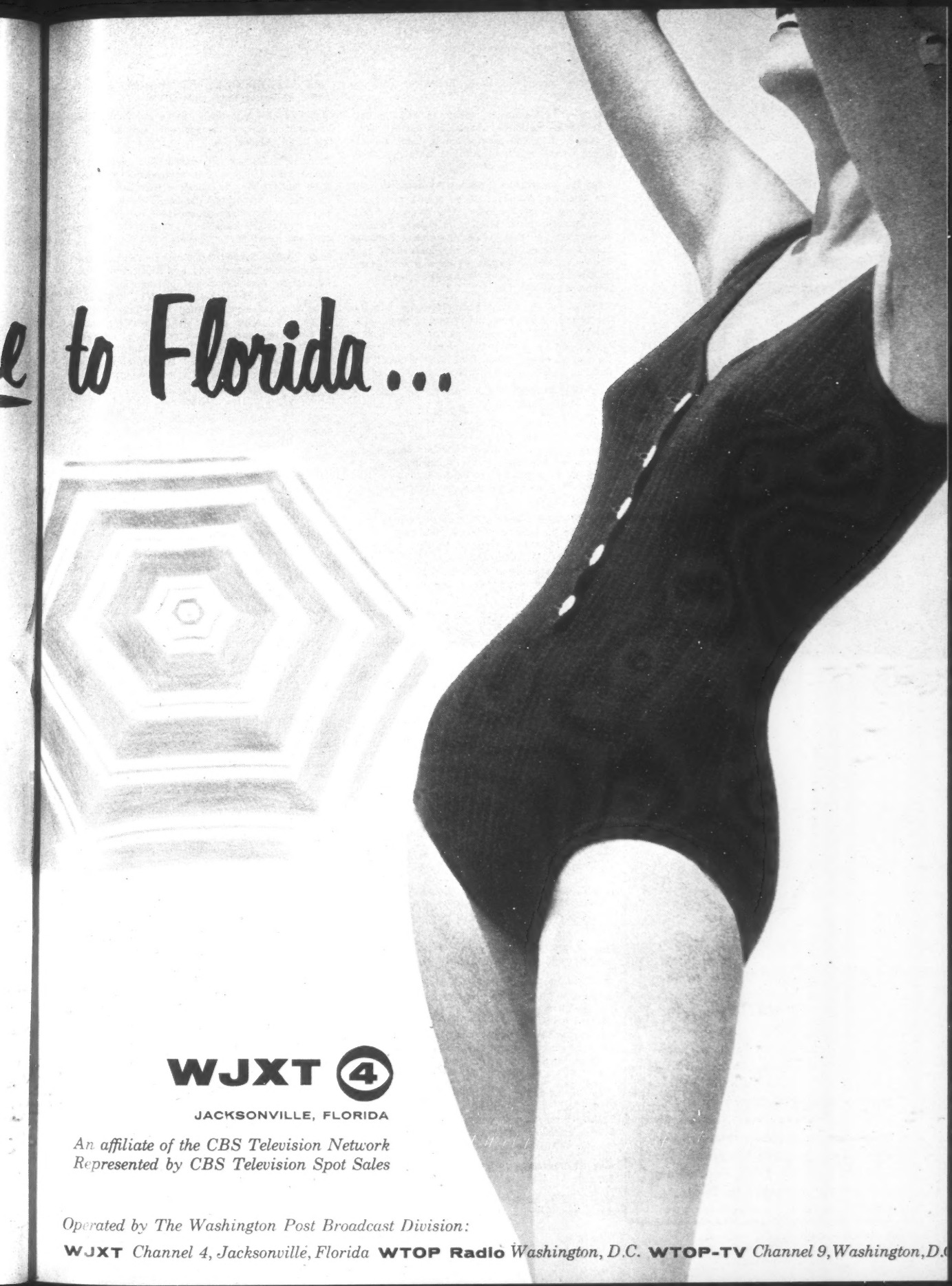
knorr BROADCASTING CORPORATION

WKMH Dearborn-Detroit · WKMF Flint, Michigan · WELL Battle Creek, Michigan · WSAM Saginaw, Michigan · WKHM Jackson, Michigan

# There's more

There's **WJXT** in Jacksonville, where the most desirable figures are displayed in business ledgers! *Only WJXT* puts you in the swim of this booming regional center . . . 66 counties in Northeast Florida and South Georgia, well over *twice* the counties covered by the other station according to NCS No. 3.

With 38 of the top 40 shows (and all ten top local shows) WJXT boasts rating leads generally between *a one-sided 70%* evenings and mornings and *a deadly 90%* afternoons. In *every* category which advertisers use to judge leadership, simple arithmetic proves there's more, much more to WJXT


e to Florida...
WJXT 4
JACKSONVILLE, FLORIDA
An affiliate of the CBS Television Network
Represented by CBS Television Spot Sales
Operated by The Washington Post Broadcast Division:
WJXT Channel 4, Jacksonville, Florida WTOP Radio Washington, D.C. WTOP-TV Channel 9, Washington, D.C

There is nothing like a dame who watches **KOIN-TV.** And in Portland and the surrounding 32 Oregon and Washington counties, that's practically all the gals. They're different. They're different because they're so loyal and reactive. They believe in **KOIN-TV.** They're sold on it...just ask the discriminating fellows at CBS-TV Spot Sales, who will be delighted to display distinctive rating figures for you.

**America,** convention, Hotel Frederick, Huntington, W.Va.

**May 8**—Deadline for comments to FCC on daytime radio stations' request to operate from 6 a.m.-6 p.m. or sunrise-sunset, whichever is longer. (Extended from April 8 deadline, previously announced). Docket 12,729.

***May 8—Connecticut Broadcasters Assn.,** Waverly Inn, Cheshire. Agenda includes agency panel discussion by Catherine Noble, Marschalk & Pratt; Dick Jackson, J. M. Mathes Inc.; Jerry Sprague, Cunningham & Walsh; Leo Kaufman, Kaufman Agency; Edward Lush, E. J. Lush Inc., and Shirley Walker, Graceman Advertising Inc. Dinner speaker: Comdr. Edward Whitehead, president of Schweppes (USA) Ltd.

***May 8**—Ninth annual **Radio-Television Industry Conference,** San Francisco State College, San Francisco, Calif. Discussions by national and local figures include motivational research, editorializing and panel on "What Time Buyers Look For." Banquet speaker: Writer Rod Serling.

**May 12—Wisconsin Fm Clinic,** Center Bldg., U. of Wisconsin, Madison.

**May 13-15—Pennsylvania Assn. of Broadcasters,** Bedford Springs. Frank Palmer, WFBG-AM-TV Altoona will direct panel on reduction of operating costs and Ralf Brent, WIP Philadelphia, will be chairman of panel on service to local advertiser. Presidents from adjoining state associations will attend.

**May 14—Sigma Delta Chi** annual banquet ceremony, Ambassador West Hotel, Chicago. James A. Byron, news director of WBAP Fort Worth and president of fraternity, will present bronze medallions and plaques to winnters of 1959 SDX distinguished service in journalism awards in 15 categories.

**May 14—U. of Michigan Advertising Conference.** Agency and advertising executives will appear as panel leaders. Michigan advertising groups are cooperating.

**May 14—Washington AP Broadcasters Assn.,** Washington Athletic Club, Seattle.

**May 14-15—Nebraska Broadcasters Assn.,** annual convention, Cornhusker Hotel, Lincoln.

***May 15—Iowa AP Radio & Television News Assn.** annual spring meeting, Fort Des Moines Hotel, Des Moines. To be held in connection with **Iowa Radio & Television News Directors Assn.** convention.

**May 16-17—Illinois News Broadcasters Assn.,** spring meeting, Southern Illinois U., Carbondale; also, **United Press Intl.** business meeting.

***May 18-20**—Annual **Electronic Parts Distributors Show,** Conrad Hilton Hotel, Chicago.

**May 20-22—Electronic Industries Assn.** 35th convention, Sheraton Hotel, Chicago. Fred R. Lack, past EIA director, will receive 1959 EIA Medal of Honor.

**May 20-22—Assn. of National Advertisers,** spring meeting, Edgewater Beach Hotel, Chicago.

**May 21**—Oral argument before FCC en banc on Miami ch. 10 case involving charges of behind-the-scenes wirepulling. Initial decision by Examiner Horace Stern recommended grant to Public Service Television Inc. (National Airlines Inc.) be revoked and allegations of ex parte representations by applicants be weighed aaginst them in new comparative hearing. Docket No. 9321 et al.

**May 21—National Assn. for Better Radio & Television,** tenth anniversary dinner meeting, Statler-Hilton, Los Angeles. Dr. Garry Cleveland Myers, editor, **Highlights for Children** magazine, will be chief speaker.

**May 21-23 Montana Radio Stations Inc.,** Great Falls.

**May 21-23—Electronic Industries Assn.,** annual convention, Sheraton Hotel, Chicago.

***May 23—California AP Television & Radio Assn.,** El Cortez Hotel, San Diego.

**May 24-27—Associated Business Publications,** annual meeting and management conference, Skytop Lodge, Skytop, Pa.

***May 27—Chicago Federated Adv. Club,** 17th annual advertising awards contest dinner, Carson Pirie Scott & Co. In departure from past, awards in radio-tv category will be based solely on commercial, rather than on program carrying it, to keep category consistent with other media divisions. Deadline for entries: April 24.

**May 29-31—Second Annual International Radio Programming Seminar and Pop Music Disc Jockey Convention,** Americana Hotel, Miami, Fla. Speakers will include Matthew J. Culligan, NBC Radio executive vice president; Gordon McLendon, head of McLendon station group; NAB President Harold E. Fellows (keynoter) three station representative executives—John Blair, Robert Eastman and Adam Young. Storz stations are sponsoring seminar with Bill Stewart as convention coordinator.

**JUNE**

**June 1-3**—National microwave symposium, **Professional Group on Microwave Theory & Techniques, Boston Section,** Paine Hall, Harvard U., Cambridge, Mass.

**June 3-5—Armed Forces Communications & Electronics Assn.,** annual convention, Sheraton-Park Hotel, Washington, D.C.

**June 7-10—Advertising Federation of America,** annual convention, Hotel Leamington, Minneapolis.

**June 9-11—National Community Television Assn.** annual convention, Mayflower Hotel, Washington, D.C.

**June 12-16—National Federation of Advertising Agencies,** annual convention, Chatham Bars Inn, Chatham, Mass.

***June 13—UPI Broadcasters of Pennsylvania,** Penn-Harris Hotel, Harrisburg. Gov. David L. Lawrence, principal speaker.

**June 13-14—UPI Broadcasters Assn. of Texas,** annual meeting, Hilton Hotel, San Antonio, Tex.

**June 14-17—National Industrial Advertisers Assn.,** national convention, Fairmont and Mark Hopkins Hotels, San Francisco.

***June 15-16**—Tv medical symposium, Naval Medical Center, Bethesda, Md., for armed forces and medical schools.

**June 17-19—American Marketing Assn.,** national conference, Hotel Statler, Cleveland.

**June 17-20—National Assn. of Radio-Television Farm Directors** convention, Hotel Statler, New York.

**June 18—Maryland-D.C. Broadcasters Assn.,** Stephen Decatur Hotel, Ocean City, Md.

***June 18-20—Florida Assn. of Broadcasters** convention, DuPont Plaza Hotel, Miami.

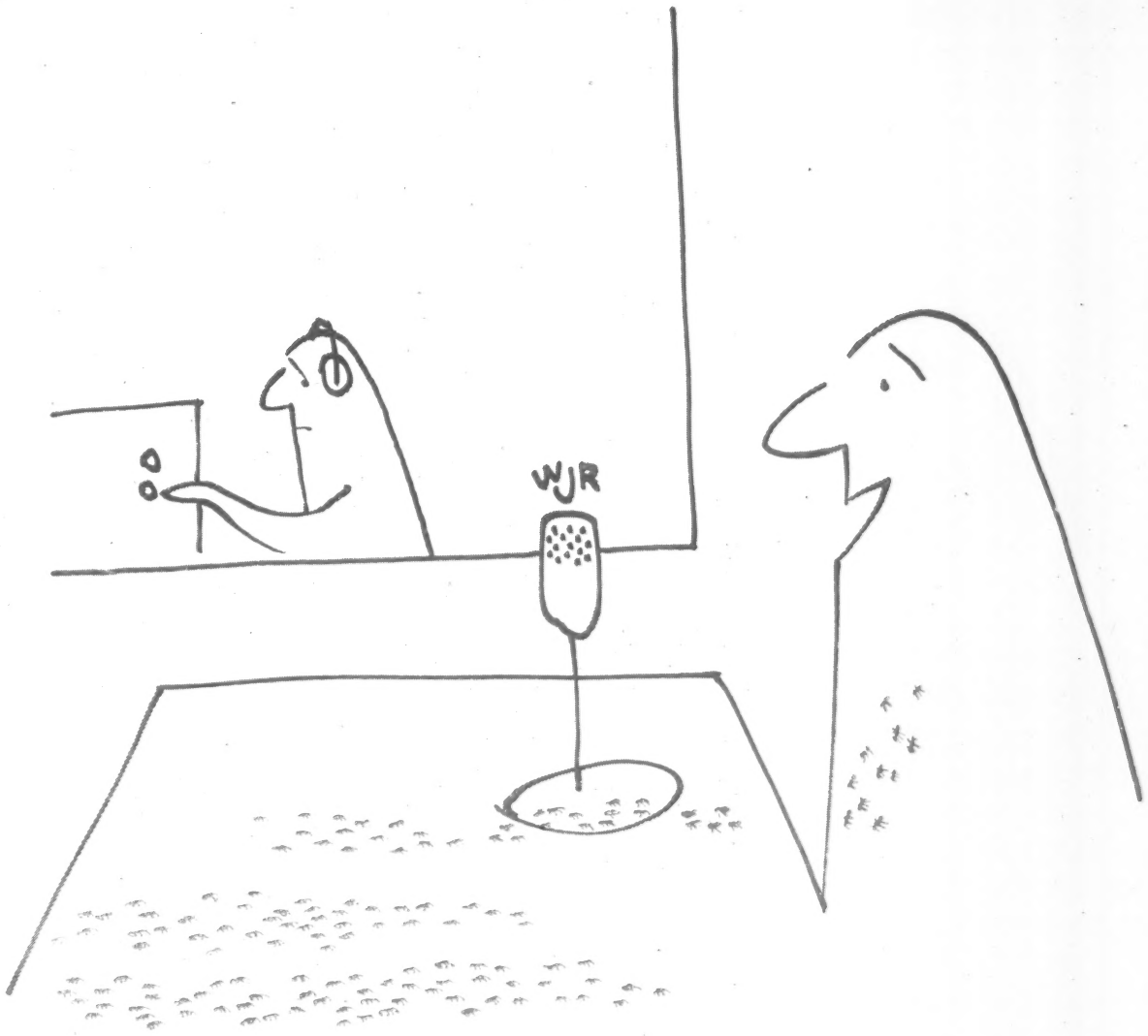
***June 18-21**—Pet Milk's second annual **Grand Ole Opry** talent contest finals, Dinkler Andrew Jackson Hotel, Nashville, Tenn. Participating in event, now building up at local station level, are WSM that city, Keystone Broadcasting System and its affiliates and Gardner Adv. Co., Pet Milk agency. Station managers may compete for promotion prizes and for all expense-paid trips to Nashville.

**June 19-20—Colorado Broadcasters & Telecasters Assn.,** Glenwood Springs.

**June 21-26—American Institute of Electrical Engineers,** summer and Pacific general meeting, Olympia Hotel, Seattle.

**June 22-Aug. 15—Summer Radio-Tv Institute,** Stanford U., Stanford, Calif. George A. Willey, director.

**June 28-July 2—Advertising Assn. of the West,** annual convention, Tahoe Tavern, Tahoe City, Calif.



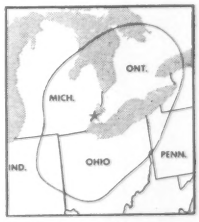

# HOW TO GET RID OF RED ANTS

You can trap them, stomp on them, drown them with bug bombs, but if they keep coming back for more, what do you do? One WJR listener wrote to Bud Guest for help (Bud has a breezy program "The Sunny Side of the Street" daily from 8:15 to 8:30 a.m. on WJR).

The problem was aired and, within a few days, produced a deluge of letters from experts on how to get rid of red ants. Audience response like this is not unusual as Bud Guest is a favorite correspondent of listeners in Michigan, Ohio, Indiana and Southwestern Ontario.

Imaginative programming like "The Sunny Side of the Street" and many other live shows carry out WJR's philosophy—live radio with adult appeal. And since adults are the people with money, where can you find a better pipeline to their pockets and purses than on a station which talks their language?

Whether your problem is red ants or a sales campaign, ask your Henry I. Christal representative for all the facts on WJR, the "buying power" station in the Detroit-Great Lakes area.

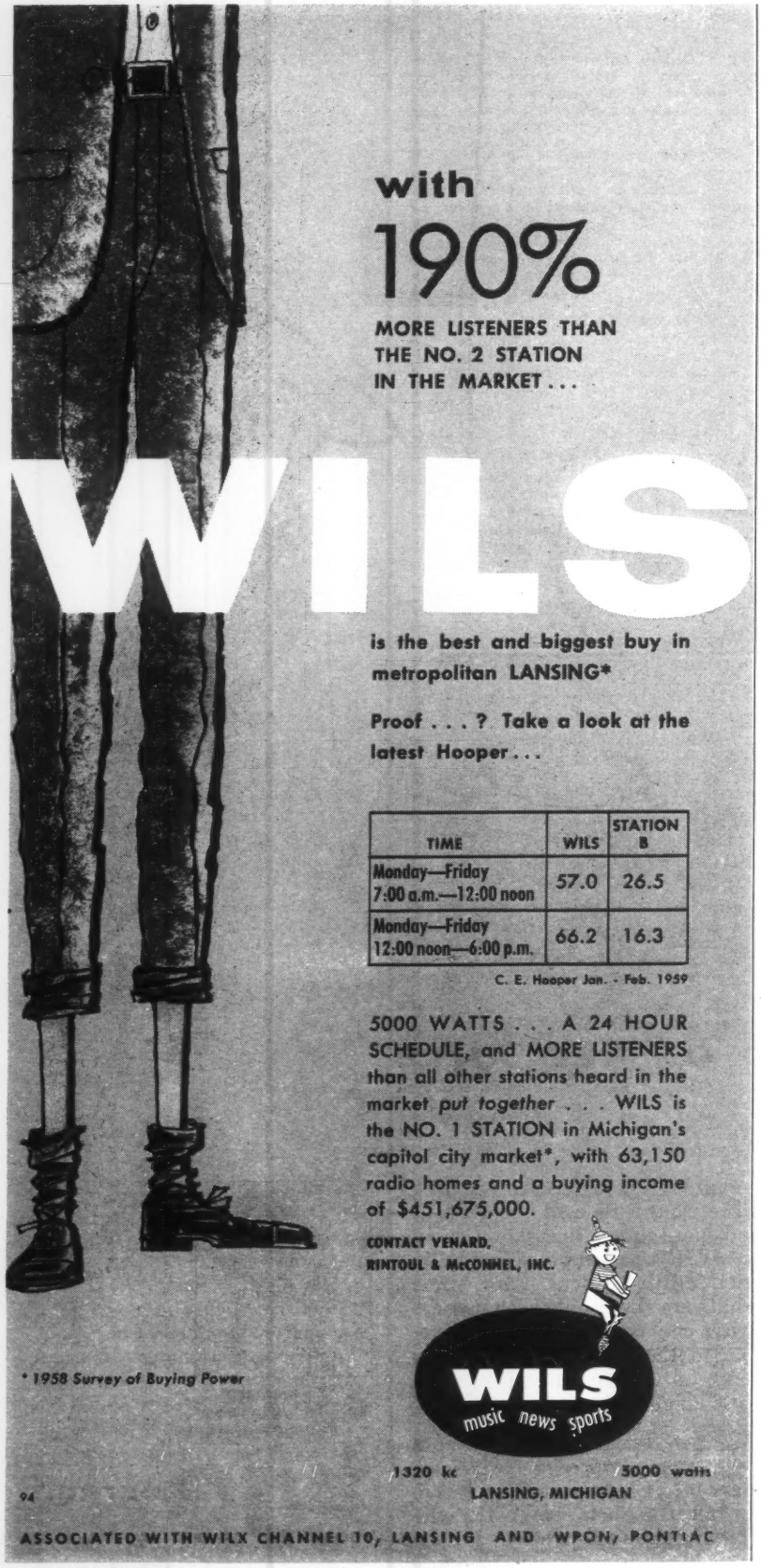



*WJR's primary coverage area—over 17,000,000 people.*

**WJR DETROIT**

760 KC 50,000 WATTS

**RADIO WITH ADULT APPEAL**


with
190%
MORE LISTENERS THAN
THE NO. 2 STATION
IN THE MARKET...
WILS
is the best and biggest buy in metropolitan LANSING*
Proof . . . ? Take a look at the latest Hooper...
TIME | WILS | STATION B
Monday—Friday 7:00 a.m.—12:00 noon | 57.0 | 26.5
Monday—Friday 12:00 noon—6:00 p.m. | 66.2 | 16.3
C. E. Hooper Jan. - Feb. 1959
5000 WATTS . . . A 24 HOUR SCHEDULE, and MORE LISTENERS than all other stations heard in the market put together . . . WILS is the NO. 1 STATION in Michigan's capitol city market*, with 63,150 radio homes and a buying income of $451,675,000.
CONTACT VENARD, RINTOUL & McCONNEL, INC.
* 1958 Survey of Buying Power
WILS
music news sports
1320 kc
5000 watts
LANSING, MICHIGAN
94
ASSOCIATED WITH WILX CHANNEL 10, LANSING AND WPON, PONTIAC

## OPEN MIKE

### Support appreciated

EDITOR:

John M. Patterson, our president, has brought to my attention the very excellent editorial support in several issues of BROADCASTING weekly on the Truth Broadcaster Program and its NAB-sponsored radio and tv participation program, and I want you to know how much we appreciate it.

*Gwilym A. Price*
*Chairman of the Board*
*Crusade for Freedom Inc.*
*New York*

### Underscore plea for vigilance

EDITOR:

I am grateful and in complete accord with your splendid editorial, "Television and Politics" (BROADCASTING, April 6).

As a station executive, I echo your advice of the essentiality of the nation's stations exercising the most extreme vigilance in the handling of political broadcasting. When we stray from the fair play reputation which has become our hallmark, we certainly will be inviting drastic repercussions from any offended political party or individual.

As executive director of the 1960 Democratic National Convention, I welcome your early and strong warnings along these lines well in advance of a political contest of national importance.

*J. Leonard Reinsch*
*Executive Director*
*1960 Democratic Natl. Conv.*
*Washington, D.C.*

EDITOR:

Congratulations on "Television and Politics." Leadership by publications such as yours in calling for continued and constant objectivity in the presentation on television and radio of the candidates and the views of all parties will insure a fairer presentation to our citizens of political ideas. It will help also to cement even firmer a continued pleasant professional relationship between the nation's broadcasters and those of us in the field of politics.

*Paul M. Butler, Chairman*
*Democratic National Committee*
*Washington, D.C.*

**BROADCASTING**

SUBSCRIPTION PRICES: Annual subscription for 52 weekly issues $7.00. Annual subscription including Yearbook Number $11.00. Add $1.00 per year for Canadian and foreign postage. Subscriber's occupation required. Regular issues 35¢ per copy; Yearbook Number $4.00 per copy.

SUBSCRIPTION ORDERS AND ADDRESS CHANGES: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D.C. On changes, please include both old and new addresses.

The Officers and Directors of the

**MUZAK**
**CORPORATION**

take great pride in announcing

the 1958 winner of the

# FIRST ANNUAL GOLDEN EAR AWARD

## Mr. Wallace A. Moritz

IN RECOGNITION of his outstanding achievements, Mr. Wallace A. Moritz of San Angelo, Texas, is awarded the MUZAK Golden Ear Award for 1958. For his Chairmanship of the First National Miss Wool Fiesta, and his production of the film, "The San Angelo Story," plus the official part he played in the activities of the March of Dimes, the Community Chest, the Memorial Hospital, Children's Treatment Center, Mr. Moritz was named the San Angelo "Citizen of the Year." He is Vice President of the Board of City Development and was also named "Boss of the Year—1958" by the National Secretaries Association.

JUDGES: **IVY BAKER PRIEST,** Treasurer of the United States
**JACK WRATHER,** Chairman of the Board of Muzak Corporation
**CHARLES COWLEY,** President of Muzak Corporation

THE GOLDEN EAR AWARD is an annual award established by the MUZAK Corporation to honor the franchiser whose achievements in National, State, or Community affairs mark him as the outstanding citizen of the year in the MUZAK family. In making this award, MUZAK Corporation seeks to encourage and honor individual excellence, pre-eminence and leadership in church, fraternal or social work; philanthropy; government; business; or other meritorious human endeavor.

**MUZAK CORPORATION**
229 Fourth Avenue, New York 3, N. Y.
A JACK WRATHER ENTERPRISE

MUZAK — Reg. U.S. Pat. Off.

# POST '4

## NOW AVAILABLE: NTA'S NEW PACKAGE OF THE IMPORTANT POST 1948 FEATURE FILMS!

Here are hand-picked Feature Films from the top studios of the world—hand-picked for action appeal, top quality appeal, big name appeal. Alec Guinness, Audrey Hepburn, Jayne Mansfield, Maria Schell, Montgomery Clift, Jennifer Jones, James Stewart, typify the compelling top-star, top-draw look of every one of these features. And the David O. Selznick name behind a number of the pictures gives you an idea of the production credits each of these top quality films carry.

## ALL THIS, AND SHIRLEY, TOO

You've asked for them! Now you have them: six of Shirley Temple's biggest box office smashes.* It's the first time that these classic attractions have been made available on a market by market basis. Only available in the big new International Package from NTA.

## NTA INTERNATIONAL, INC.

Subsidiary of National Telefilm Associates, Inc.
Ten Columbus Circle, New York 19, JU 2-7300

# 8&!

*Captain January, Poor Little Rich Girl, Wee Willie Winkie, Heidi, Rebecca of Sunnybrook Farm, Little Miss Broadway

## MONDAY MEMO

*from* **J. DAVIS DANFORTH,** *executive vice president, BBDO, and chairman, AAAA*

# If you want the respect of businessmen, you have to be businesslike

The business world has changed dramatically in the last few years, particularly the management of the large corporations which are today America's biggest advertisers. Today there are professionals in most key jobs. The "egg-head" in America is no longer solely a scientist. Business men are being trained up. American universities and business schools are supplying many more and an even higher level of well-trained young men to move up through the ranks in large corporations.

Many business men today have a misconception about the advertising business because advertising, particularly the agency business, has not earned for itself the kind of business reputation it deserves.

There is nothing wrong with advertising agencies that a businesslike approach can't correct. If we run our individual agencies in a businesslike way—which means being efficient in the use of our human machinery—we will improve our image and we will continue to grow and to prosper.

The major asset of any advertising agency is its people. Unlike most of our clients, we have no tremendous investment in plant, or machinery, or inventory of manufactured goods or any raw materials like steel, or oil, or wheat, or any other commodity. All we have is our *people*. Our single biggest expense, as a personal service business, is our payroll and the space to house our people. In fact, in the AAAA agency, payroll alone averages just over 60% of total operating expense.

How we behave in our day-to-day relationship with our clients determines what kind of a business image we create. If we, in our client relations, become more dedicated, more thorough, more constructive and more creative than any other outside professional vendor he employs, we could not help but bring stability to the agency field. Just as the advertiser organization is acquiring more highly trained and skilled people in its marketing organization, so should the advertising agencies of this country be recruiting and training able, young men and women.

### The need for better recruiting

Business schools are today turning out more and more graduates to administer the marketing investments of which we are an integral part. We must do a better job of attracting them to our business. By this I don't mean that we must, in any way, change our way of doing business as agencies, or change the atmosphere of our agency life. What is important is that we must sell ourselves to the next generation of top management as being as businesslike as they feel they, themselves, are.

We will all agree, I am sure, that it would be ridiculous to try to persuade financial, manufacturing, legal and accounting oriented men to be agency-like in their thinking. It would be equally unrealistic to attempt to suggest that marketing and advertising managers become more agency-like in their jobs. The agency world is primarily a creative adjunct *to* business. But it must be managed and presented to business in *business* terms.

All too frequently advertisers, including the board of directors, think of agencies as a peculiar brand of irresponsible individuals who can't understand a profit and loss statement, are not vitally concerned with retail sales, are sadly lacking in a basic understanding of modern marketing techniques and have no real interest in merchandising, sales promotion or the overall relationship of advertising percentage to sales.

Another thing which business men think about agency people is that they move from one job to another much too frequently. It is certainly true that job changing, reported so fully by the advertising columnists every day, year in and year out, certainly doesn't *improve* our image in the minds of business.

No wonder many of them think we must over-pay, have no real stability and that every young man on Madison Avenue is open to a higher bidder. Perhaps if legal offices, banks, stock exchange firms, had news columnists eagerly reporting their industry, they would reveal almost as many moves. But, in any case, I am sure all too frequently we hear friends say, "Why do advertising agency people move around so much?" The answer to that is we *don't*; we just get more publicity.

### The need to destroy myths

The figures to prove that personnel turnover in agencies is lower than in many other businesses were presented four years ago at the 37th annual meeting of the AAAA by Lawrence Valenstein, president of Grey Advertising Agency. Some of those figures are worth quoting again.

Mr. Valenstein used U.S. Dept. of Labor statistics to show that monthly turnover of personnel in 26 basic industries was 57% higher than it was in AAAA agencies. So you see the facts about job stability in agencies are more reassuring than the public's fancies. Somehow we must make the public aware of those facts.

During the past year, as chairman of the American Assn. of Advertising Agencies, I have had occasion to travel several thousand miles around the country and I have met hundreds of agency people. They represent small, medium and large-size agencies. As a matter of fact, the more than 300 AAAA agencies are today placing 75% of total national advertising.

The early part of last year they saw advertising appropriations cut as the country went through a very difficult first quarter. They were even more concerned about the drop in their client's sales than they were about the loss of their own billing. Retrenchments were made, agencies "tightened their own belts" to try to maintain service and to protect their own profits. Speaking of profits, here again advertising agencies must be more businesslike.

For almost 30 years, members have furnished the AAAA headquarters office balance sheets and profit and loss statements. The last 18-year trend from 1940 to 1958 has shown a steadily diminishing return. This, in spite of the fact that total national advertising has shown a tremendous increase.

Agency net profits, after taxes, in 1957 averaged just a little over six-tenths of one percent of gross billing! Not many of our clients could stay in business with this very narrow margin of profit. Even comparing agency profits

**Dave Danforth** is one agency executive who has stayed put. He's never worked for any other outfit. Born in Kane, Pa., April 22, 1903, he attended prep school at Phillips Exeter Academy, went three years to Princeton (where he was active in the Triangle Club), quit in 1925 to become a messenger boy with Barton, Durstine & Osborn. Three years later that agency merged with George Batten Co. to become BBDO.

A client contact specialist, Mr. Danforth has been executive on some of BBDO's major accounts, including General Electric, B. F. Goodrich, du Pont, U.S. Steel and Philco. He was elected to the BBDO board in 1939, became a member of the executive committee in 1946 and executive vice president in 1949. He was elected chairman of the American Assn. of Advertising Agencies last year.

Mr. Danforth married Ethel Reasoner Dec. 6, 1926. They have two sons, John Loring Danforth, now with Curtis Publishing Co., and Peter Davis Danforth, an Air Force lieutenant.

●

as a percent of gross income, we are still lower than the top 500 industrial corporations. Our average was only 4.1% as a percentage of gross income.

It is obvious that with decreased net earnings and consistently expanding service facilities, the management of advertising agencies must make a very real effort to be good enough business men to produce and maintain agency profits at a reasonable level.

In this age of expanded services, agencies cannot live on commissions from media alone. In fact, on the average, media commissions account for only about two-thirds of agency gross income. Agencies have found that they must collect for many research and public relations jobs, for special marketing studies and sales analyses, for production costs, both print and tv, for sales promotion and research and for many, many other collateral jobs requested by the advertiser.

Our clients want us to make reasonable profits, because they know that if their account is making money for the agency, they will get that much better service. They have greater respect for agency management when they know we are good managers of our *own* business.

## The effects of television

While we are on the subject of acting like business men, it is a good opportunity to mention broadcasting. It was only 10 years ago that commercial television really had its start. And what a start! Today, with American homes now owning 44,000,000 tv sets, a whole new dimension has been added to agency service. It is certainly true that the addition of television into the commercial advertising arena has required a host of new, highly specialized people to plan, to produce programs and commercials.

Naturally, there have been many criticisms about "too many commercials," "too many westerns," "too many quiz shows," etc., etc. But can you picture America *without* television?

Many people have good reason to compain about *some* programming and *some* commercials, but considering that this 10-year-old baby has grown into a multi-million dollar giant in this short decade, there can be no discounting the entertainment, information and the pleasure it has brought into millions of homes. Nobody has to pay a penny to look at television and if the viewer doesn't like what he sees, he may switch to another station or he can turn the set *off*. Latest "use" figures indicate the average set is tuned in to some program more than 5½ hours every day.

There is a tremendous amount of good business thinking going into the planning of these programs by the advertiser, by the agency and by the network. Agencies are constantly striving to improve programming and to buy both time and talent on a more efficient basis.

## The importance of attitudes

Perhaps the most important "A" in the AAAA is *attitude*. The attitude of the agency men and women about their individual job and the manner in which this is manifested in their individual actions, behavior, speech, demeanor. It is our attitude more than anything else—attitude toward our own associates, our clients, our suppliers and media representatives—that can help us become business-like.

The AAAA has continuously promoted the basic practice of serving advertisers by creating advertising which has the best possible chance to succeed, by serving media in turn, by making successful use of the space and time which media have to sell, and by serving the economy by helping to bring more goods and services to more people.

We are consistently trying to attract, select, train and handle more high caliber people. Agencies are developing new types of research, both in quality and in quantity in an effort to make advertising more efficient. As the economists and business leaders are shifting emphasis from production to marketing and consumption, there is a growing awareness that advertising can and should play an even larger role in finding customers and educating them to the enjoyment of even higher standards of living. Doing this, we cannot fail to gain public *understanding* of advertising, and its key role in our economy.

There is no question that we have our own public relations job to do. We have done a much better job for our clients than we have done for ourselves. In the next decade, total advertising will grow and grow, and it will become even more important that leaders in business, in government and education learn to respect us and our work.

Ready made...

DETROIT AREA TV SPOTS

POWERFUL "BIG LEAGUE" TV SPOTS
IN THE NATION'S FIFTH MARKET
WITHOUT ANNOYING NETWORK CLEARANCES
GIVE MORE IMPRESSIONS... MORE HOMES per dollar
...thats the CKLW-TV channel 9 story
...or call YOUNG TELEVISION CORP. for more facts.

325,000 WATTS

CKLW-TV GUARDIAN BLDG. • DETROIT 26, MICH.
J. E. Campeau, Pres.

in Shorthand...

it's Gregg

in TV and Radio...

IT'S BROADCASTING YEARBOOK!

To the uninitiated, a page of Gregg is so much Greek. But a secretary trained in the symbology of shorthand's foremost authority can translate it into a meaningful communication. To a bus-driver, a page from the 1959 **BROADCASTING YEARBOOK** won't be very lucid either. But the men and women who make important decisions in broadcast advertising look upon this comprehensive volume as **THE** authority for a multitude of facts about television and radio... **dependable** facts they can translate into more profitable advertising plans. Nowhere is so much useful TV-radio information assembled within a single set of covers, or consulted so often day-after-day throughout the year. The 1959 **BROADCASTING YEARBOOK,** packed with more data about the broadcast media than ever before, will be delivered to 16,000 **paid** subscribers in August. Your message gets a big bonus of attention and long life at regular **BROADCASTING** rates. Today's **the** day to reserve a good spot for it.

**Deadlines?** July 1 if proofs are needed; July 15, no proofs.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales Street, N. W., Washington 6, D. C.

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**BROADCASTING***

**THE BUSINESS WEEKLY OF TELEVISION AND RADIO**

Executive and publication headquarters: BROADCASTING • TELECASTING Bldg., 1735 DeSales St., N.W., **Washington 6, D.C.** Telephone: Metropolitan 8-1022.

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BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate.
Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.

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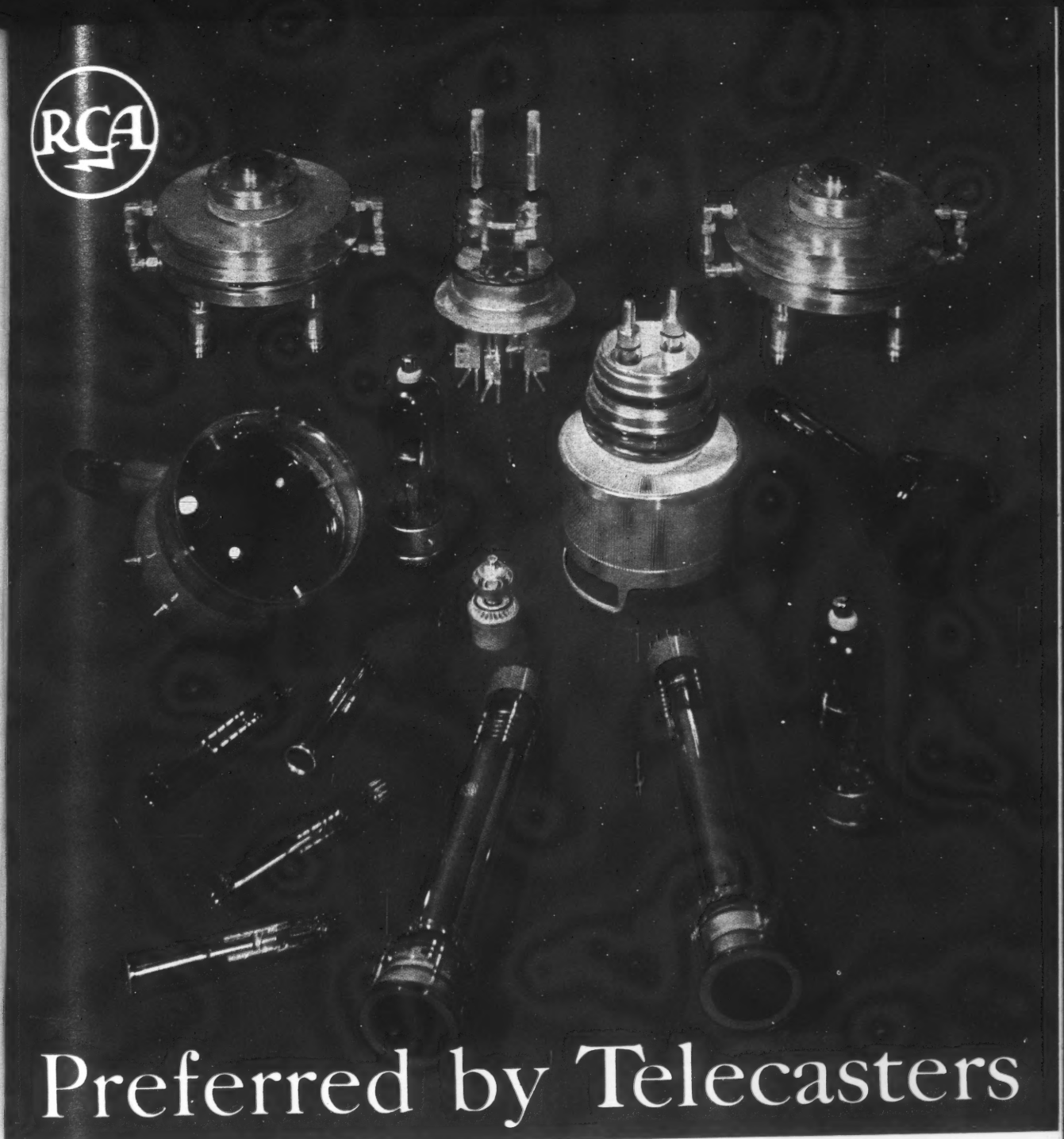

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For high-quality aural and visual signals...and for maximum ON-AIR continuity...it pays to use RCA time-proved tube designs across the board. No finer tubes are made for monochrome *or* color. Your RCA Electron Tube Distributor has the tubes you need—for cameras—transmitters—film systems—camera chains—audio equipment—power supplies. He is at your service day and night. Just call him for fast delivery.

**RADIO CORPORATION OF AMERICA**

*Electron Tube Division* — *Harrison, N.J.*

# Captive or Captivated Audience?

There's all the difference in the world between a "captive audience" and a "captivated audience."
This goes for the commercials as well as the show.

**Young & Rubicam, Inc.**

Advertising • New York • Chicago • Detroit • San Francisco • Los Angeles • Hollywood • Montreal • Toronto • London • Mexico City • Frankfurt • San Juan • Caracas

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

April 20, 1959
Vol. 56 No. 16

# THE FALL TV NETWORK LINEUP

- **It's shaping up earlier by far than it did last year**
- **More than $5.5 million a week in programming is now set**
- **Some 30 new programs will be introduced—plus specials**

Brisk sales are booming tv network fall-season lineups toward completion at a pace a good three months ahead of last year's.

Advertisers who hedged and hesitated in the recessive economy of early 1958 are showing relatively little inclination to dawdle in 1959. The nighttime schedules of the three networks are at least as nearly sold out in April 1959 as they were in late July a year ago—and maybe more so.

An estimated $5.5 million a week in regularly scheduled nighttime network programming is already on the books of ABC-TV, CBS-TV and NBC-TV, according to the best available accounts. This compares with something over $5 million last July (BROADCASTING, July 28, 1958). These figures do not include time charges—or the production and time costs of scores of big-budgeted specials. Nor do they count daytime programming.

ABC-TV, off to the best start in its history, is less than six hours short of sell-out of its evening schedule for the 1959-60 season—about one hour better than last July in selling its 1959-60 lineup. CBS-TV is about four hours short of wrap-up, approximately its position last July. NBC-TV officials will not disclose precisely which hours are unsold but say they've sold close to 90% of their nighttime schedule, which would put them ahead of July.

**Reshuffling Ahead** • None of this is to say that any network's 1959-60 lineup is locked up—far from it. All three networks, in reporting program schedules, stressed that they were tentative and that a number of changes—probably many—can be expected before the new season gets under way. Some reshuffling may still be going on in September or even October.

The NBC-TV lineup of sponsors and their programs appeared even more tentative than the others. This stemmed in large part from NBC's refusal—for competitive reasons, officials said—to specify in a number of cases what advertiser planned to sponsor which program. This in turn was attributed partially to negotiations still going on between sponsors and network over specific programs and time periods.

**New Shows** • The overall schedules, as tentatively drawn, show that the independent packagers continue, along with the networks, as prime sources of program material. Five independents alone are producing 31 series—Warner Bros. ten, Revue eight (not counting two by MCA, Revue's parent), Four Star Productions five, and Goodson-Todman and Screen Gems four each.

The lineups as projected at this point anticipate more than 30 new shows—approximately equally divided among the three networks.

Westerns and mysteries again take top honors, with about 13 hours of westerns and 12 of mysteries each week. Variety shows occupy about nine hours, situation comedies about seven and a half, dramatic programs six and a half, adventures four and comedy, quiz and panel shows all down to three and a half hours each.

**FOR NIGHTTIME SCHEDULES TURN PAGE**

WESTERNS

VARIETY

MYSTERIES

There'll be more of these shows than any others on network tv next fall.

# FALL SCHEDULES FOR TV NETWORKS

**What the television networks' 1959-60 nighttime schedule will offer, what it will cost in production, who the independent packagers are and what selling still remains to be done are all reflected in the accompanying table. Periods unsold to date carry the notation "available." Programs listed as "unassigned" indicate sponsors have been signed, but specific shows or times have not yet been decided upon. Program times and sales information were supplied by the respective networks. Production costs, although not official, were estimated by BROADCASTING on the basis of the best information available from a number of sources. Program times are in terms of current New York time on date of broadcast. Agencies handling accounts are listed in parentheses ( ); production firms are in brackets [ ]; starting dates indicate commencement date of fall cycle for new series. Where no date is shown, starting date is currently undetermined.**

## SUNDAY

| | ABC-TV | CBS-TV | NBC-TV |
|---|---|---|---|
| 7:30 | *Maverick*<br>$95,000<br>Kaiser<br>Drackett<br>(Y&R)<br>[Warner Bros.]<br>Continuing | *Little Julius*<br>$37,000<br>Available<br>[CBS] | *Riverboat*<br>(7-8 p.m.) $80,000<br>[Revue] |
| 8:00 | | *Ed Sullivan Show*<br>$81,000<br>Eastman Kodak<br>(JWT)<br>Mercury (K&E)<br>[CBS]<br>Continuing | *Comedy Hour*<br>Costs unavailable<br>Format not set<br>Unassigned |
| 8:30 | *Law Man*<br>$40,000<br>R.J. Reynolds<br>(Esty)<br>Gen. Mills<br>(D-F-S)<br>[Warner Bros.]<br>Continuing | | |
| 9:00 | *Colt .45*<br>$37,500<br>Beechnut<br>(Y&R)<br>⅔ Available<br>[Warner Bros.]<br>Continuing | *GE Theatre*<br>$50,000<br>General Electric<br>(BBDO)<br>[Revue]<br>Continuing | *Dinah Shore*<br>*Chevy Show*<br>$115,000<br>Chevrolet<br>(Campbell-Ewald)<br>[Henry Jaffe Enterprises with NBC]<br>Continuing |
| 9:30 | *Alaskans*<br>$80,000<br>L&M (M-E)<br>P&G (Unassigned)<br>[Warner Bros.] | *Alfred Hitchcock*<br>$50,000<br>Bristol-Myers<br>(Y&R)<br>[MCA]<br>Continuing | |
| 10:00 | | *Jack Benny*<br>$56,000<br>[J&M Prod.]<br>alt. with<br>*George Gobel*<br>$48,000<br>[Gomalco]<br>Lever Bros.<br>(JWT)<br>9/27 | TBA |
| 10:30 | *Meet McGraw*<br>$40,000<br>Available<br>[ABC] | *What's My Line*<br>$35,000<br>Kellogg (Burnett)<br>Sunbeam<br>(Perrin-Paus)<br>[CBS with Goodson-Todman]<br>Continuing | |

## WEDNESDAY

| | ABC-TV | CBS-TV | NBC-TV |
|---|---|---|---|
| 7:30 | TBA | *The Line-Up*<br>$90,000<br>Available<br>[CBS] | *Wagon Train*<br>$85,000<br>Ford (JWT)<br>Nat'l Biscuit (M-E)<br>[Revue]<br>Continuing |
| 8:00 | TBA | | |
| 8:30 | *Ozzie & Harriet*<br>$45,000<br>Eastman Kodak<br>(JWT)<br>Quaker Oats (JWT)<br>[Stage Five Prod.]<br>Continuing | *Space*<br>$37,500<br>Amer. Tobacco<br>(BBDO)<br>Socony Mobile<br>(Compton)<br>[Ziv] | *Price Is Right*<br>$38,000<br>Speidel (NC&K)<br>Lever (JWT)<br>[Goodson-Todman]<br>Continuing |
| 9:00 | *Diamond Head*<br>$80,000<br>Amr. Chicle(Bates)<br>Carter (Bates)<br>Whitehall (Bates)<br>1/6 available<br>[Warner Bros.] | *Millionaire*<br>$37,500<br>Colgate (Bates)<br>[Don Fedderman]<br>Continuing | *Kraft Music Hall*<br>(Como)<br>$120,000<br>Kraft (JWT)<br>[Roncom]<br>9/30 |
| 9:30 | | *I've Got A Secret*<br>$37,500<br>R. J. Reynolds<br>(Esty)<br>[Goodson-Todman]<br>Continuing | |
| 10:00 | *Wed. Night Fights*<br>$45,000<br>Miles (Wade)<br>Half available<br>[Lester Malitz]<br>Continuing | *U.S. Steel Hour*<br>$70,000<br>U.S. Steel (BBDO)<br>[Theatre Guild]<br>alt. with | *This Is Your Life*<br>$32,000<br>P&G (B&B)<br>[Ralph Edwards]<br>Continuing |
| 10:30 | | *Armstrong Circle Theatre*<br>$40,000<br>Armstrong Cork<br>(BBDO)<br>[Talent Assoc.]<br>Continuing | *Loretta Young*<br>$50,000<br>P&G (B&B)<br>[Toreto Prod.]<br>Continuing |

## THURSDAY

| | ABC-TV | CBS-TV | NBC-TV |
|---|---|---|---|
| 7:30 | TBA | *To Tell The Truth*<br>$35,000<br>Carter (SC&B)<br>Half available<br>[Goodson-Todman]<br>Continuing | TBA |
| 8:00 | *Donna Reed Show*<br>$40,000<br>Campbell Soups<br>(BBDO)<br>Johnson & Johnson<br>(Y&R)<br>[Screen Gems]<br>10/8 | *December Bride*<br>$40,000<br>Gen. Foods (B&B)<br>[CBS]<br>Continuing | *Bat Masterson*<br>$42,000<br>Sealtest (Ayer)<br>½ unassigned<br>[Ziv]<br>Continuing |
| 8:30 | *The Real McCoys*<br>$35,000<br>P&G (Compton)<br>[Irving Pincus]<br>Continuing | *Yancy Derringer*<br>$37,500<br>S.C. Johnson<br>(NL&B)<br>[Don Sharpe]<br>Continuing | *Love & Marriage*<br>$37,000<br>Oldsmobile<br>(D.P. Brother)<br>[Lou Edelman] |
| 9:00 | *Pat Boone*<br>$50,000<br>Chevrolet (C-E)<br>[Cooga-Mooga]<br>Continuing | *Zane Grey Theatre*<br>$42,500<br>S.C. Johnson (B&B)<br>Gen. Foods (B&B)<br>[Four Star Prod.]<br>Continuing | *Bachelor Father*<br>$45,000<br>American Tobacco<br>(Gumbinner)<br>Whitehall (Bates)<br>[Revue]<br>Continuing |
| 9:30 | *World of Talent*<br>$35,000<br>P. Lorillard (L&N)<br>[Irving Mansfield] | *Playhouse 90*<br>$150,000<br>Amer. Gas (L&N)<br>Kimberly-Clarke<br>(FC&B)<br>Allstate (Burnett)<br>R.J. Reynolds<br>(Esty)<br>[CBS]<br>Continuing<br>alt. with<br>TBA | *Tenn. Ernie Ford*<br>$50,000<br>Ford (JWT)<br>[Betford Prod.]<br>Continuing |
| 10:00 | *Lawrence Welk*<br>$20,000<br>Available<br>[Teleklew Prod.] | | *Groucho Marx*<br>$50,000<br>Lever (BBDO)<br>alt. with<br>Unassigned<br>[Guedel]<br>Continuing |
| 10:30 | | | *Trouble Shooters*<br>$40,000<br>Philip Morris<br>(Burnett)<br>½ unassigned<br>[Meridian Prod.] |

# MONDAY

| | ABC-TV | CBS-TV | NBC-TV |
|---|---|---|---|
| 7:30 | *Cheyenne*<br>$90,000<br>Ralston (Gardner)<br>Johnson & Johnson (Y&R)<br>P&G (TBA)<br>[Warner Bros.] | *Name That Tune*<br>$25,000<br>Whitehall (Bates)<br>[Tel-O-Tunes]<br>Continuing | TBA |
| 8:00 | *Shirley Temple Storybook*<br>$50,000<br>Breck (Ayer)<br>Every third week for first part of season only<br>[Screen Gems] | *The Texan*<br>$40,000<br>Brown & Williamson (Bates)<br>Lever (JWT)<br>[Rorvic with Desilu]<br>Continuing | TBA |
| 8:30 | *Bourbon Street Beat*<br>$80,000<br>P. Lorillard (L&N)<br>Half available<br>[Warner Bros.] | *Father Knows Best*<br>$48,000<br>Scott Paper (JWT)<br>Lever (JWT)<br>[Screen Gems]<br>Continuing | *Wells Fargo*<br>$40,000<br>Am. Tobacco (SSC&B)<br>Buick (M-E)<br>[Overland]<br>Continuing |
| 9:00 | | *Danny Thomas*<br>$48,000<br>Gen. Foods (B&B)<br>[Marterto]<br>Continuing | *Peter Gunn*<br>$40,000<br>Bristol-Myers (DCSS)<br>[Spartan with NBC]<br>Continuing |
| 9:30 | *Adventures in Paradise*<br>$100,000<br>L&M (M-E)<br>Half available<br>[20th Century] | *Ann Sothern Show*<br>$45,000<br>Gen. Foods (B&B)<br>[Anso with Desilu]<br>Continuing | *Alcoa-Goodyear Theatres*<br>$50,000<br>Aluminum Co. of America (Y&R)<br>Goodyear Tire & Rubber (Y&R)<br>[Screen Gems]<br>Continuing |
| 10:00 | | *Hennessy*<br>$45,000<br>P. Lorillard (L&N)<br>Gen. Foods (Y&R)<br>[Jackie Cooper]<br>9/14 | *Steve Allen*<br>$100,000<br>Plymouth (Ayer)<br>[Bellmeadows] |
| 10:30 | | *June Allyson Show*<br>$45,000<br>duPont (BBDO)<br>[Four Star]<br>9/14 | |

# TUESDAY

| | ABC-TV | CBS-TV | NBC-TV |
|---|---|---|---|
| 7:30 | *Bronco*<br>$80,000<br>L&M (M-E)<br>Half available alt. with<br>*Sugarfoot*<br>$80,000<br>American Chicle (Bates)<br>Half available<br>[Both Warner Bros.] | *Destination Space*<br>$90,000<br>Unassigned<br>[Paramount] | *Laramie*<br>$85,000<br>Unassigned<br>[Revue] |
| 8:00 | | | |
| 8:30 | *Wyatt Earp*<br>$37,500<br>Gen. Mills (D-F-S)<br>P&G (Compton)<br>[Lou Edelman]<br>Continuing | *Dobbie Gillis*<br>$40,000<br>Philip Morris (Burnett)<br>[20th Century] | *Wichita Town*<br>$37,000<br>Unassigned<br>[Mirisch Co.] |
| 9:00 | *Rifleman*<br>$36,000<br>P&G (B&B)<br>Ralston (Gardner)<br>Miles Labs (Wade)<br>[Four Star]<br>Continuing | *Peck's Bad Girl*<br>$35,000<br>Pharmaceuticals (Parkson)<br>[CBS] | *Arthur Murray Party*<br>$37,000<br>Pharmaceuticals (Parkson)<br>P. Lorillard (L&N)<br>[Kaar Prod.]<br>Continuing |
| 9:30 | *Philip Marlowe*<br>$37,000<br>Brown & Williamson (Bates)<br>Whitehall (Bates)<br>[Goodson-Todman]<br>9/29 | *Red Skelton*<br>$54,000<br>Pet Milk (FC&B)<br>S.C. Johnson (Gardner)<br>[CBS]<br>Continuing | TBA<br>Ford (JWT)<br>[MCA] |
| 10:00 | *Alcoa Presents*<br>$35,000<br>Aluminum Co. of Amer. (F&S&R)<br>[ABC Film]<br>Continuing | *Garry Moore Show*<br>$118,000<br>Revlon (LaRoche)<br>Kellogg (Burnett)<br>Pittsburgh Plate Glass (BBDO)<br>[Red Wing Prod. with CBS]<br>Continuing | |
| 10:30 | | | |

# FRIDAY

| | ABC-TV | CBS-TV | NBC-TV |
|---|---|---|---|
| 7:30 | *W. Disney Presents*<br>$90,000<br>Hills Bros. (Ayer)<br>Mars Inc. (Knox-Reeves)<br>Half available<br>[Disney]<br>Continuing | *Rawhide*<br>$80,000<br>Lever (JWT)<br>Gulf Oil (Y&R)<br>Pharmaceuticals (Parkson)<br>[CBS]<br>Continuing | *People Are Funny*<br>$35,000<br>Unassigned<br>[Guedel Prod.]<br>Continuing |
| 8:00 | | | TBA |
| 8:30 | TBA<br>R.J. Reynolds (Esty)<br>Miles (Wade) | *Dennis, the Menace*<br>$45,000<br>Kellogg (Burnett)<br>[Screen Gems] | TBA |
| 9:00 | *77 Sunset Strip*<br>$80,000<br>Amer. Chicle (Bates)<br>Whitehall (Bates)<br>R.J. Reynolds (Esty)<br>Harold Ritchie (K&E)<br>[Warner Bros.]<br>Continuing | *Desilu Playhouse*<br>$100,000<br>Westinghouse (M-E)<br>[Desilu]<br>Continuing | TBA |
| 9:30 | | | *"M" Squad*<br>$40,000<br>Bulova (M-E)<br>alt. with<br>Amer. Tobacco (Gumbinner)<br>[Revue with NBC]<br>Continuing |
| 10:00 | *The Detectives*<br>$50,000<br>P&G (B&B)<br>[Four Star Prod.] | *Twilight Zone*<br>$54,000<br>Kimberly Clarke (FC&B)<br>Gen. Foods (Y&R)<br>[CBS] | *Gillette Fights*<br>$20,000<br>Gillette (Maxon)<br>[NBC]<br>Continuing |
| 10:30 | | *Person to Person*<br>$38,000<br>Pharmaceuticals (Parkson)<br>[CBS]<br>Continuing | |

# SATURDAY

| | ABC-TV | CBS-TV | NBC-TV |
|---|---|---|---|
| 7:30 | *Dick Clark*<br>$15,000<br>Beechnut (Y&R)<br>[ABC]<br>Continuing | *Perry Mason*<br>$80,000<br>Participating adv.<br>[Paisano Prod. with CBS]<br>Continuing | *Riverboat*<br>$80,000<br>Unassigned<br>[Revue] |
| 8:00 | *High Road*<br>$38,000<br>Ralston (G-B-B)<br>[Jerry Stagg Prod.] | | |
| 8:30 | *Leave It To Beaver*<br>$35,000<br>Ralston (Gardner & G-B-B)<br>Miles (Wade)<br>[Gomalco Prod.]<br>Continuing | *Wanted—Dead or Alive*<br>$40,000<br>B&W (Bates)<br>B-M (Y&R)<br>[Four Star Prod.]<br>Continuing | *Johnny Stuccato*<br>$40,000<br>R.J. Reynolds (Esty)<br>alt. with<br>Unassigned<br>[Revue] |
| 9:00 | *Lawrence Welk*<br>$40,000<br>Dodge (Grant)<br>[Teleklew]<br>Continuing | *Blue Men*<br>$38,000<br>Lever (OB&M)<br>[Brodkin] | *Barbara Stanwyck*<br>$40,000<br>Unassigned<br>[Lou Edelman with NBC] |
| 9:30 | | *Have Gun Will Travel!* $45,000<br>Lever (JWT)<br>Whitehall (Bates)<br>[CBS]<br>Continuing | *Jeopardy*<br>$60,000<br>Unassigned<br>[MGM-TV] |
| 10:00 | *Sports*<br>$50,000<br>Hamms (C-M)<br>National Bohemian (Doner)<br>Gen. Mills (D-F-S) | *Gunsmoke*<br>$50,000<br>L&M (D-F-S)<br>Remington (Y&R)<br>[CBS]<br>Continuing | |
| 10:30 | | *Markham*<br>$37,500<br>Schlitz (JWT)<br>[Marada Prod. with Revue]<br>Continuing | *DA's Man*<br>$37,500<br>Unassigned<br>[Mark VII] |

# WHAT BUYERS WANT IN LOCAL SHOWS

## Tv station originations analyzed in national agency survey

Local television programming, its sales appeal and many of the factors influencing its purchase are evaluated by some of the country's leading agency buyers in the fourth NBC Spot Sales Timebuyer Opinion Panel report, being released today (April 20).

Here are highlight findings based on returns from 271 panelists representing 170 different advertising agencies or agency offices (also see accompanying tables and comments of individual buyers):

• There is almost as much sponsor demand for local tv programs appealing primarily to men as for those directed primarily to women.

• Almost three-fourths of the panel members said that the type of programming—having it compatible with the sponsor's product—is a major consideration in deciding what to buy.

• Two-thirds felt that the live element in local programming offsets a higher rating of a film show, at least to some degree.

• To sell a family product, an overwhelming number would prefer an early-evening adult show (74%) over an early-evening children's show (9%)—even if the audience composition were exactly the same for both programs.

• The most "acceptable" cost-per-thousand per commercial minute in a half-hour program purchase was in the $2-$2.99 range (named by 43%). Next came $1-$1.99 (33%), followed by $3-$3.99 (19%) and $4 and up (5%).

• In buying a feature film show, the panel ranked primary considerations in this order: ratings history (46%), strength of the station's film library (38%) and the current rating (30%).

• In buying a local news show, these are the three top considerations, in order: rating, newscaster's style and delivery, and national and local news content.

• On editorializing by stations the pros (30%) and cons (27%) were fairly evenly matched. But 39% held no strong opinion either way.

• Almost one-third of the panel

TEXT CONTINUED page 39

**PROGRAM SHOULD SUIT THE PRODUCT: Most timebuyers say "compatibility" of programming and sponsored brand is a major factor in deciding what to buy.**

Aside from an obvious incongruity like a baby food sponsoring the fights, is compatibility of program to your client's product a *major* factor in the buying decision?

| | Total Panel | | Broadcast Billings: Over $5 Mill. | | Under $5 Mill. | |
|---|---|---|---|---|---|---|
| | # | % | # | % | # | % |
| Yes | 195 | 72 | 88 | 73 | 107 | 71 |
| No | 18 | 7 | 6 | 5 | 12 | 8 |
| Sometimes | 57 | 21 | 26 | 21 | 31 | 21 |
| No answer | 1 | 0 | 1 | 1 | 0 | 0 |
| Total respondents | 271 | (100) | 121 | (100) | 150 | (100) |

**LOCAL PERSONALITY'S OOMPH IS IMPORTANT: Personal salesmanship is almost universally considered valuable. Panelists from smaller agencies appreciate its "great importance" more than others.**

How important a factor is the personal salesmanship of a local tv personality in the sales effectiveness of a commercial?

| | # | % | # | % | # | % |
|---|---|---|---|---|---|---|
| Of great importance | 182 | 67 | 74 | 61 | 108 | 72 |
| Of some importance | 80 | 29 | 46 | 38 | 34 | 23 |
| Of minor or no importance | 7 | 3 | 1 | 1 | 6 | 4 |
| No answer | 2 | 1 | 0 | 0 | 2 | 1 |
| Total respondents | 271 | (100) | 121 | (100) | 150 | (100) |

**PUBLIC SERVICE: TO BUY OR NOT TO BUY? Over half say they would, and another 25 percent have no strong prejudice either way. Smaller agencies somewhat more receptive to the idea.**

Would you consider buying a local "public service" program for one of your clients?

| | # | % | # | % | # | % |
|---|---|---|---|---|---|---|
| Yes | 140 | 52 | 58 | 48 | 82 | 55 |
| No | 59 | 22 | 28 | 23 | 31 | 20 |
| No strong opinion | 67 | 25 | 31 | 26 | 36 | 24 |
| No answer | 5 | 1 | 4 | 3 | 1 | 1 |
| Total respondents | 271 | (100) | 121 | (100) | 150 | (100) |

**WHO ARE BUYERS' LOCAL TARGETS? Women are first, men a close second; then children, sports fans, teenagers and farm families, in that order.**

How often do you have occasion to buy into local shows with a primary appeal to . . . men—women—children—teenagers—sports enthusiasts—farm families?

| | Total Panel | | Broadcast Billings: Over $5 Mill. | | Under $5 Mill. | |
|---|---|---|---|---|---|---|
| Men: | # | % | # | % | # | % |
| Frequently | 107 | 40 | 47 | 39 | 60 | 40 |
| Occasionally | 122 | 45 | 54 | 45 | 68 | 45 |
| Rarely or never | 19 | 7 | 10 | 8 | 9 | 6 |
| No answer | 23 | 8 | 10 | 8 | 13 | 9 |
| Total respondents | 271 | (100) | 121 | (100) | 150 | (100) |
| Women: | | | | | | |
| Frequently | 153 | 56 | 65 | 54 | 88 | 59 |
| Occasionally | 98 | 36 | 40 | 32 | 58 | 39 |
| Rarely or never | 10 | 4 | 8 | 7 | 2 | 1 |
| No answer | 10 | 4 | 8 | 7 | 2 | 1 |
| Total respondents | 271 | (100) | 121 | (100) | 150 | (100) |
| Children: | | | | | | |
| Frequently | 72 | 26 | 35 | 29 | 37 | 25 |
| Occasionally | 78 | 29 | 25 | 21 | 53 | 35 |
| Rarely or never | 65 | 24 | 36 | 29 | 29 | 19 |
| No answer | 56 | 21 | 25 | 21 | 31 | 21 |
| Total respondents | 271 | (100) | 121 | (100) | 150 | (100) |
| Teenagers: | | | | | | |
| Frequently | 24 | 9 | 14 | 11 | 10 | 7 |
| Occasionally | 88 | 32 | 42 | 35 | 46 | 30 |
| Rarely or never | 86 | 32 | 34 | 28 | 52 | 35 |
| No answer | 73 | 27 | 31 | 26 | 42 | 28 |
| Total respondents | 271 | (100) | 121 | (100) | 150 | (100) |
| Sports Enthusiasts: | | | | | | |
| Frequently | 53 | 20 | 20 | 16 | 33 | 22 |
| Occasionally | 88 | 32 | 42 | 35 | 46 | 30 |
| Rarely or never | 71 | 26 | 37 | 31 | 34 | 23 |
| No answer | 59 | 22 | 22 | 18 | 37 | 25 |
| Total respondents | 271 | (100) | 121 | (100) | 150 | (100) |
| Farm Families: | | | | | | |
| Frequently | 15 | 5 | 5 | 4 | 10 | 7 |
| Occasionally | 45 | 17 | 22 | 18 | 23 | 15 |
| Rarely or never | 132 | 49 | 60 | 50 | 72 | 48 |
| No answer | 79 | 29 | 34 | 28 | 45 | 30 |
| Total respondents | 271 | (100) | 121 | (100) | 150 | (100) |

TABLES CONTINUED page 36

# Now Everyone Knows!

For nearly 10 years the folks in WCCO Television's 68-county coverage area have known first-hand the outstanding newscasts presented 57 times each week by the Northwest's most popular television station.

Now, *everybody* knows of WCCO Television's top news coverage. For WCCO Television has been named "Newsfilm Station of the Year" in the world's largest competition for photo-journalism—sponsored jointly by the National Press Photographers' Association, Encyclopedia Britannica, and the University of Missouri.

This beautiful plaque will be placed proudly next to the award WCCO Television received in 1955 as the "Outstanding Television News Operation of the United States and Canada" from the National Association of Radio and Television News Directors.

There's another award we treasure, too. It's the one WCCO Television wins from the 734,800 Minnesota-Wisconsin viewing families every month. ARB, for example, has reported WCCO Television with the lion's share of sets-in-use, sign-on to sign-off every day, for 41 of the past 45 months.

It is for honors such as these that WCCO Television is known throughout the Northwest as the champion station for viewing, and the champion station for selling. And now, everybody knows.

*Newsfilm Station of the Year*

**WCCO Television**

CHANNEL 4

MINNEAPOLIS • ST. PAUL

*Represented by Peters, Griffin, Woodward, Inc.*

**CHILDREN'S PROGRAM OR ADULT SHOW? Even if the audience composition of both shows is the same, buyers overwhelmingly prefer early-evening adult program to sell a family product.**

For a family product, would you buy an early evening children's show with 50% adult composition or an adult's show with 50% children's composition?

| | Total Panel | | Broadcast Billings: Over $5 Mill. | | Broadcast Billings: Under $5 Mill. | |
|---|---|---|---|---|---|---|
| | # | % | # | % | # | % |
| Children's show | 24 | 9 | 8 | 7 | 16 | 11 |
| Adults' show | 201 | 74 | 91 | 75 | 110 | 73 |
| No difference | 31 | 11 | 15 | 12 | 16 | 11 |
| No answer | 15 | 6 | 7 | 6 | 8 | 5 |
| Total respondents | 271 | (100) | 121 | (100) | 150 | (100) |

**HOST PERSONALITIES: ARE THEY EXPENDABLE? Not on a children's cartoon show, say panelists. Virtually all consider them of "great" or "some" importance there—much more so than on feature film shows, where 34% think they have "minor or no importance."**

How important, do you feel, is a host personality in . . . a feature film program? . . . a children's cartoon show?

| | Total Panel | | Broadcast Billings: Over $5 Mill. | | Broadcast Billings: Under $5 Mill. | |
|---|---|---|---|---|---|---|
| | # | % | # | % | # | % |
| A feature film program: | | | | | | |
| Of great importance | 50 | 18 | 13 | 10 | 37 | 25 |
| Of some importance | 129 | 48 | 54 | 45 | 75 | 50 |
| Of minor or no importance | 92 | 34 | 54 | 45 | 38 | 25 |
| No answer | 0 | 0 | 0 | 0 | 0 | 0 |
| Total respondents | 271 | (100) | 121 | (100) | 150 | (100) |
| A children's cartoon show: | | | | | | |
| Of great importance | 195 | 72 | 93 | 77 | 102 | 68 |
| Of some importance | 67 | 25 | 25 | 20 | 42 | 28 |
| Of minor or no importance | 7 | 2 | 1 | 1 | 6 | 4 |
| No answer | 2 | 1 | 2 | 2 | 0 | 0 |
| Total respondents | 271 | (100) | 121 | (100) | 150 | (100) |

**LIVE FACTOR CAN OFFSET A FILM'S RATING ADVANTAGE: Three out of ten disagree but two-thirds feel that being live can help a local show compensate for a lower rating to some extent at least.**

As between a live participation show and a feature film show, to what degree does the live factor compensate for a rating superiority of the film show?

| | Total Panel | | Broadcast Billings: Over $5 Mill. | | Broadcast Billings: Under $5 Mill. | |
|---|---|---|---|---|---|---|
| | # | % | # | % | # | % |
| To a large degree | 30 | 11 | 13 | 11 | 17 | 11 |
| To some degree | 152 | 56 | 70 | 58 | 82 | 55 |
| To no degree | 79 | 29 | 31 | 26 | 48 | 32 |
| No answer | 10 | 4 | 7 | 5 | 3 | 2 |
| Total respondents | 271 | (100) | 121 | (100) | 150 | (100) |

**BUYING FEATURE FILMS: It's not the current rating but the rating history that ranks first in most buyers' minds, especially in bigger agencies. Next comes strength of station library, then current ratings.**

When you buy feature film programs, do you generally place *greatest* consideration on rating history, the current rating or the strength of the station's film library?

| | # | % | # | % | # | % |
|---|---|---|---|---|---|---|
| Rating history | 125 | 46 | 69 | 57 | 56 | 37 |
| Current rating | 80 | 30 | 30 | 25 | 50 | 33 |
| Film library | 104 | 38 | 44 | 36 | 60 | 40 |
| No answer | 16 | 6 | 5 | 4 | 11 | 7 |
| Total respondents | 271 | (100)* | 121 | (100)* | 150 | (100)* |

*Percents add to more than 100 due to multiple mentions.

**SYNDICATED FILM VS. LOCAL LIVE: It's a dead heat. Assuming costs are the same, buyers in both large and small agencies are split evenly on this issue.**

Would you prefer to buy a half-hour syndicated film program or a local live program built with your product in mind, assuming costs to be equal?

| | Total Panel | | Broadcast Billings: Over $5 Mill. | | Broadcast Billings: Under $5 Mill. | |
|---|---|---|---|---|---|---|
| | # | % | # | % | # | % |
| Film | 110 | 41 | 48 | 40 | 62 | 41 |
| Live | 112 | 41 | 50 | 41 | 62 | 41 |
| No difference | 26 | 10 | 11 | 9 | 15 | 10 |
| No answer | 23 | 8 | 12 | 10 | 11 | 8 |
| Total respondents | 271 | (100) | 121 | (100) | 150 | (100) |

**PROGRAM SHEETS SUPPLIED BY REPS: They're helpful, most panelists agree. Buyers with larger agencies are somewhat more reliant on them than those in smaller shops.**

How helpful are the program information sheets provided by national representatives in acquainting you with formats and personalities?

| | Total Panel | | Broadcast Billings: Over $5 Mill. | | Broadcast Billings: Under $5 Mill. | |
|---|---|---|---|---|---|---|
| | # | % | # | % | # | % |
| Of great help | 83 | 31 | 44 | 36 | 39 | 26 |
| Of some help | 152 | 56 | 65 | 54 | 87 | 58 |
| Of little or no help | 30 | 11 | 12 | 10 | 18 | 12 |
| No answer | 6 | 2 | 0 | 0 | 6 | 4 |
| Total respondents | 271 | (100) | 121 | (100) | 150 | (100) |

**TAPES OR KINES WOULD HELP: Almost two-thirds of buyers think they could make better buys—and most of the rest feel they could sometimes—if they had time to check recordings of local personalities rather than depend so much on ratings and other statistics.**

If you had the time to check the selling appeals of local personalities through kines or tapes, do you believe that you could make better buys?

| | # | % | # | % | # | % |
|---|---|---|---|---|---|---|
| Yes | 170 | 63 | 81 | 67 | 89 | 59 |
| No | 17 | 6 | 7 | 6 | 10 | 7 |
| Sometimes | 80 | 30 | 32 | 26 | 48 | 32 |
| No answer | 4 | 1 | 1 | 1 | 3 | 2 |
| Total respondents | 271 | (100) | 121 | (100) | 150 | (100) |

**DECISIVE FACTORS IN BUYING NEWS SHOWS: Ratings rank first, but among smaller-agency panelists the newscaster's style and delivery is No. 1. The two groups also differ on relative importance of several other factors.**

Please indicate the relative importance of each of the following factors in buying a local news program.

| | Total | | Broadcast Billings: Over $5 Mill. | | Broadcast Billings: Under $5 Mill. | |
|---|---|---|---|---|---|---|
| | Score | Rank | Score | Rank | Score | Rank |
| Weighted Ranking* | | | | | | |
| Newscaster's style and delivery | 1543 | 2 | 661 | 2 | 882 | 1 |
| Newscaster's ability to do commercials | 974 | 6 | 438 | 6 | 536 | 7 |
| National and local news content | 1352 | 3 | 562 | 4 | 790 | 3 |
| Newsfilm | 950 | 7 | 406 | 7 | 544 | 6 |
| News slide pictures | 573 | 8 | 252 | 8 | 321 | 8 |
| Rating | 1595 | 1 | 724 | 1 | 871 | 2 |
| Cost-per-thousand viewers | 1232 | 5 | 538 | 5 | 694 | 5 |
| Audience composition | 1292 | 4 | 595 | 3 | 697 | 4 |
| Total respondents | 271 | | 121 | | 150 | |

*Computed by assigning a weight of "8" for 1st Choice, "7" for 2nd Choice, etc., down to "1" for 8th Choice.

# IN MEMPHIS...

# It Takes WDIA

## AMERICA'S ONLY 50,000 WATT NEGRO RADIO STATION

## to Complete the Picture!

**40% of the Memphis Market is NEGRO— and you need only one medium to sell it—WDIA!**

## YOU MISS 40% OF MEMPHIS MARKET UNLESS YOU USE WDIA!

In Memphis—America's tenth largest wholesale market—here's one fact *we can prove:* Only WDIA sells the Negro buyer!

Within WDIA's 50,000 watt coverage is biggest market of its kind in entire country—one-and-a-quarter-million Negros . . . who earned $616,294,100 last year! And *spent* 80% of this tremendous income on consumer goods!

WDIA combines exclusive Negro programming, high powered salesmanship and outstanding public service. Result: **WDIA-Memphis is more than just a radio station—it's an advertising force!** No matter what your budget for the Memphis market—no matter what other media you're using—a big part of every advertising dollar must go to WDIA. Otherwise, you're missing a big share of this big buying market!

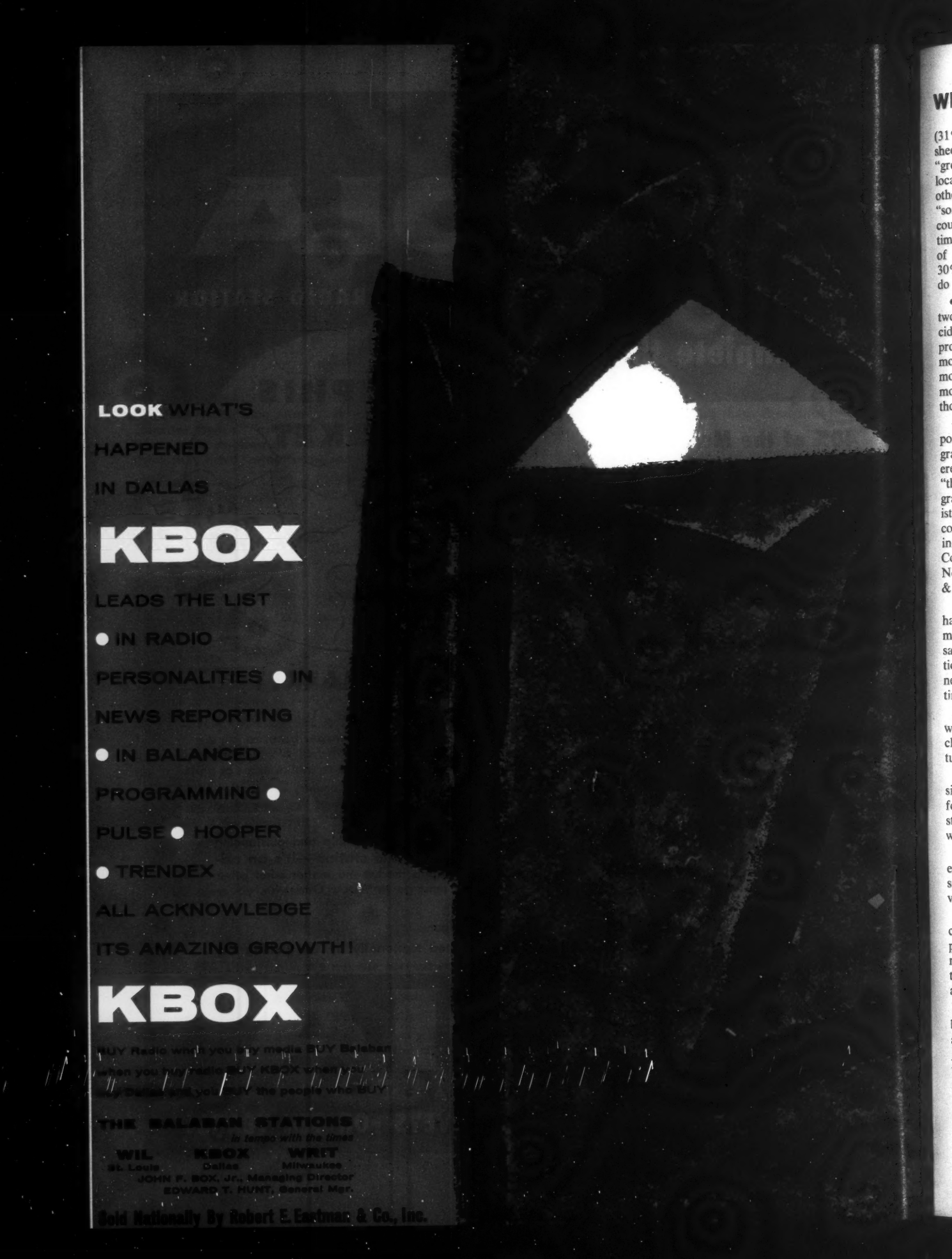
*Write today for facts and figures*

**Archie S. Grinalds, Jr., Sales Manager • Represented Nationally by The Bolling Co.**

# WDIA

MEMPHIS' ONLY 50,000 WATT STATION • 1070 KC

**TOP RATED BY ALL AUDIENCE SURVEYS FOR TEN YEARS!**


LOOK WHAT'S
HAPPENED
IN DALLAS
KBOX
LEADS THE LIST
● IN RADIO
PERSONALITIES ● IN
NEWS REPORTING
● IN BALANCED
PROGRAMMING ●
PULSE ● HOOPER
● TRENDEX
ALL ACKNOWLEDGE
ITS AMAZING GROWTH!
KBOX
THE BALABAN STATIONS
In tempo with the times
WIL
St. Louis
KBOX
Dallas
WRIT
Milwaukee
JOHN F. BOX, Jr., Managing Director
EDWARD T. HUNT, General Mgr.
Sold Nationally By Robert E. Eastman & Co., Inc.

## What buyers want in local tv TEXT CONTINUED FROM PAGE 34

(31%) felt that program information sheets provided by station reps are a "great" help in acquainting them with local formats and personalities, and another 56% considered these sheets of "some" help. But 63% thought they could make better buys if they had time to check kinescopes or video tapes of the local personalities, and another 30% thought they "sometimes" could do better by checking kines and tapes.

• Panelists are inclined to wait for two or three rating reports before deciding on the merits of a new local program. Those with agencies billing more than $5 million in radio-tv are more disposed to wait for three or more reports (56% as against 33% of those with agencies under $5 million).

• A total of 17% of the panel reported client interest in local color programming. The NBC report considered this "surprisingly high" since "there is relatively little local color programming being offered today." Panelists knowing of client interest in local color represented some 45 agencies, including BBDO; Fitzgerald; Foote, Cone & Belding; Kenyon & Eckhardt; North; J. Walter Thompson and Young & Rubicam.

• Panelists were asked whether they had seen recently any local programming they considered outstanding; 32% said they had. Programs they mentioned fell into three major categories: news shows, children's shows, and one-time specials.

• The majority felt a host personality was of much greater importance to a children's cartoon show than to a feature film program (72% vs. 18%).

• Slightly more than half would consider buying a public service program for a client and one-fourth have no strong opinion pro or con; one-fifth would not.

• The panel was split evenly in preference as between feature films and a specially tailored local live show as a vehicle for the sponsor's product.

• The personal salesmanship of a local tv personality is of "great importance" to the commercial's effectiveness in the opinion of two-thirds of the panel and of "some importance" to almost all the rest.

The fourth NBC Spot Sales Timebuyer Opinion Panel covered "virtually all the major agencies as well as a great many smaller ones in every section of the country." Of the 271 panelists who returned questionnaires, NBC Spot Sales said, 45% are employed by agencies whose radio-tv billings exceed $5 million and 55% are at agencies billing less than $5 million in the broadcast media. The questionnaires were tabulated by Barnard Inc., an independent firm.

In releasing the report, NBC Spot Sales emphasized that "the results are not meant to be projected to the total universe of several thousand persons engaged, directly or indirectly, in the purchase of broadcast time. They do, however, represent an interesting reflection of current opinions and practices among a very important segment of the timebuying fraternity."

Earlier surveys conducted among members of the NBC Spot Sales Timebuyer Opinion Panel covered use of ratings, local radio programming, and agency attitudes on visits by station management.

In the NBC Spot Sales survey, timebuyers were invited to make comments beyond their answers to the questions. Here are some:

**Sam B. Vitt,** media supervisor, **Doherty, Clifford, Steers & Shenfield,** New York: "In my opinion the current opportunities for local tv programming, whether through syndicated film or local production, are greater than ever. It seems to me this is true principally for two reasons: (1) Many advertisers, an increasing number, are scrutinizing their sales more closely region by region, and this combined with a growing knowledge that the effectiveness of their national media may vary widely from one market to another is bringing many of them to utilize local tv programming as a way to fill the valleys in their national advertising effort. (2) With increased advertiser and agency attention being paid to "editorial compatibility" of programming surrounding their commercial announcements, plus the need of many products for a full minute in which to present their story, local tv programming is increasingly attractive as a solution to a number of problems."

**Ben Leighton,** timebuyer, **Campbell-Mithun,** Minneapolis: "Since viewers don't usually discern between local and national programming, and since most local programs are produced under handicap of limited facilities, local tv programming suffers. Most local personalities are not strong enough to carry a program successfully without extraordinary ability to entertain or without unusual use of facilities and production personnel. Alert management, with use of video tape, can exploit local special events to make tv fill a gap which now exists in local programming. The best local programs are in the field of service and information, rather than entertainment."

**E. Manning Rubin,** radio and television director, **Cargill, Wilson & Acree,** Richmond, Va.: "Local tv programming invariably reflects directly the enthusiasm, ability and interest of station management. In far too many instances, station management puts all its eggs into buying and selling hot film properties, into selling time without regard to the professional ability of its production and program people and the sales ability of its air personalities. Find a station and sales manager who realizes that what goes out over the air is show business and what sells products is pleasing, professional sight and sound and you find, invariably, a station with strong local tv programming and personalities."

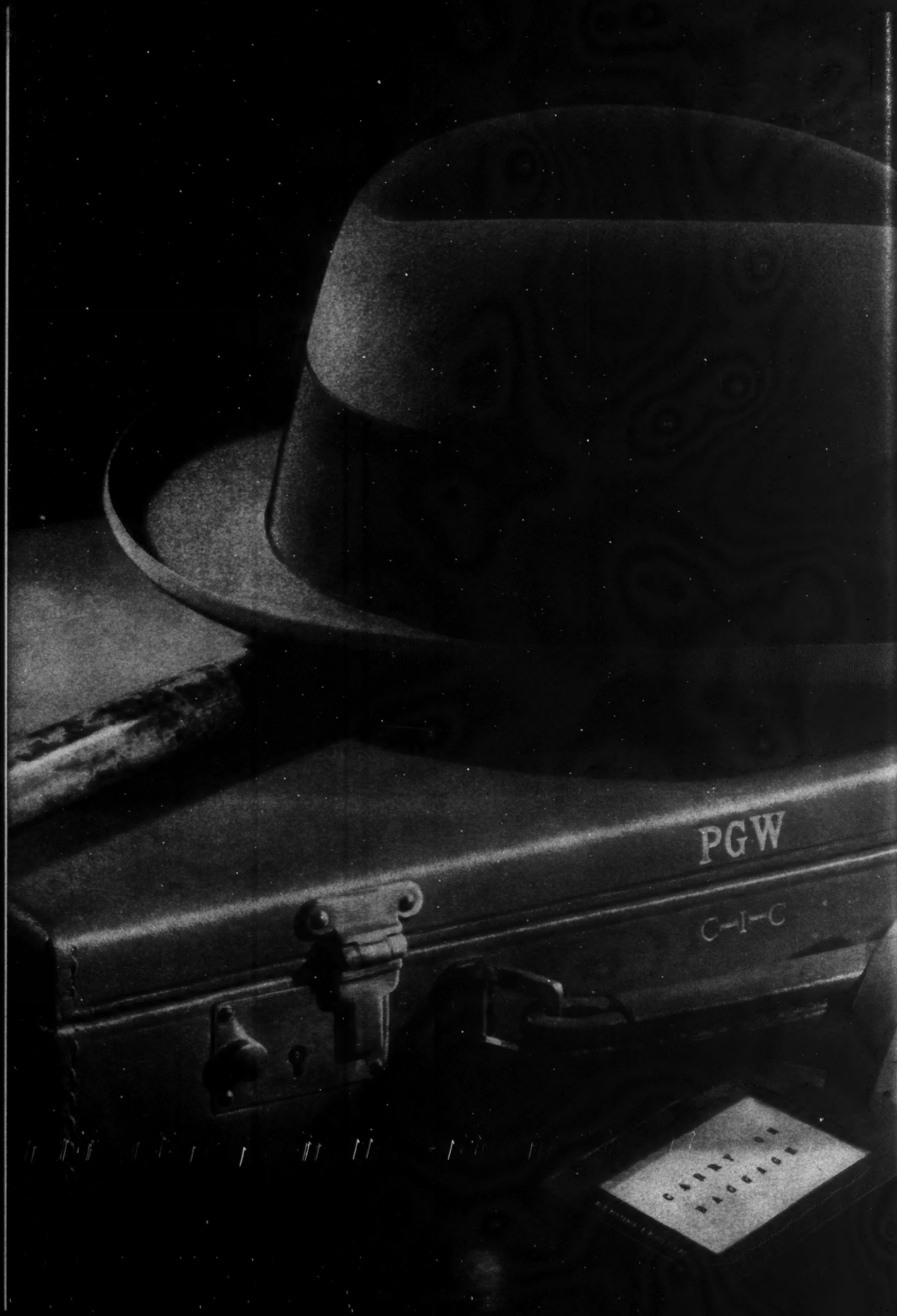
**Frederick S. Yaffe,** president, **F. Yaffe & Co.,** Detroit: "I think the creation of 'strong selling' local personalities can go a long way in a market. There definitely seems to be room for the creation of a number of strong selling personalities rather than the one or two usually found. The creation of live shows per se will not affect the rating, but with the right personality it will certainly affect a station's 'selling rating.' "

**Alice J. Wolf,** timebuyer, **N.W. Ayer & Son.,** Philadelphia: "Clients need and should be educated to know that published ratings do not necessarily indicate the popularity of a program and/or personality. Some of the lowest rated shows have produced the best results for clients who have looked beyond a Pulse, Nielsen, ARB."

**Max Tendrich,** vice president, **Weiss & Geller,** New York: "Unfortunately, 'live' local tv programming has disappeared because of filmed programs, even though rating-wise live programs may rank lower and cost-wise, cost more. I believe it is essential in order to maintain a 'character' or 'image' that a station devote time to 'live' local programming. Many advertisers want to use established local personalities for commercials and for merchandising."

**H. D. Walsh,** vice president, **Hixson & Jorgenson,** Los Angeles: "Still believe that personalities are most important day or evening unless you just want spots with good adjacencies with which you have no audience loyalty."

**Richard S. Jackson,** radio-tv director, **J.M. Mathes Inc.,** New York: "It is difficult to select a good buy because of lack of first-hand information. Too much emphasis must be placed on rating information which is generally too sketchy. Personal contact is missing on local buys. Some local programming is excellent, but national buyers find it hard to be sure without actually 'knowing' the show."


PGW
C-I-C

## THE PGW COLONEL SAYS:

*"The C.I.C. is a V.I.P. at PGW"*

Every station represented by **PGW** has a C.I.C. . . . a "Colonel-in-Charge" who is that station's special on-the-spot spark plug. He is an extra special line of communication between the station and all other **PGW** salesmen.

The C.I.C. adds a big plus to our service and a big plus to our selling, and we think that every plus in this business is *very* important. Don't you?

PETERS, GRIFFIN, WOODWARD, INC.

*Pioneer Station Representatives Since 1932*

NEW YORK CHICAGO DETROIT HOLLYWOOD
ATLANTA DALLAS FT. WORTH SAN FRANCISCO

# RECORD AD RALLY SET BY 4A

## Some 700 expected at White Sulphur, with government relations high on agenda

Some 700 agency executives and invited media and advertiser guests are expected to set a new attendance record for the annual meeting of the American Assn. of Advertising Agencies this week at the Greenbrier, White Sulphur Springs, W.Va.

Improving the understanding of advertising's role as it is perceived in governmental and other influential circles is scheduled to be a prime subject at Thursday's (April 23) opening-day sessions, which are for AAAA members only. Agency-advertiser relationships also are slated for discussion. Other Thursday business will include election of officers and directors, four concurrent sessions to discuss agency management problems, and an organization meeting of the new board.

Friday's sessions, open to media and advertiser guests as well as members, will center on "The Revolution in Rising Expectations," with reports by correspondents, editors and publishers of the Time Inc. magazines.

**Creative Work** • Creativity will be the theme of Saturday's opening session. Anthony C. Chevins, Cunningham & Walsh, New York, will speak on "How to be Creative in Spite of It All"; John A. Sidebotham, Young & Rubicam, New York, will discuss "Why Pay Money to Talk to Yourself?" and David Ogilvy, Ogilvy, Benson & Mather, New York, will deal with "Brains, Guts and Discipline."

The creativity session will be followed by presentation of the first annual Arthur Kudner Award, established by the Kudner Foundation in memory of the late founder of Kudner Adv. to honor outstanding writing of institutional advertising copy.

The final session on Saturday will present William B. Renchard of Chemical Corn Exchange Bank of New York in an evaluation of "Advertising—the Hidden Asset" and Rep. Bob Wilson (R-Calif.), former agency executive (Champ, Wilson & Slocum, San Diego), in a report bearing on advertising's government relations problems. In "An Inside View of Advertising Legislation" Rep. Wilson will discuss legislative threats to advertising, the influences to which legislators are subject and the needed remedies.

**Danforth Presides** • J. Davis Danforth of BBDO, AAAA chairman this year, will preside at the business meetings and other sessions, along with other AAAA officials. The annual banquet Friday evening will feature entertainment by comedian Alan King, courtesy of CBS, and an address by Arthur H. Motley, publisher of *Parade*. George H. Frey of Sullivan, Stauffer, Colwell & Bayles is sports chairman.

A collection of award-winning television commercials, selected for the Art Directors Club of New York's 38th annual Exhibition of Art & Design (BROADCASTING, April 6), will be shown.

The 10th annual region and council governors meeting, with some 50 governors of the four AAAA regions and 20 local councils expected to be on hand, will be held Wednesday preceding the convention opening.

AAAA members will be guests of TvB at a cocktail party Saturday evening. The TvB board will hold its semi-annual meeting at the Greenbrier Wednesday and Thursday, during the "closed" portion of the AAAA meeting, and then will attend the open sessions Friday and Saturday. (CLOSED CIRCUIT, April 13).

**Half-century memento** • John Lamb (c), BBDO Minneapolis account supervisor, is presented a "Golden Ruler" in commemoration of the 50th anniversary of the Des Moines Advertising Club by Edward LaGrave Jr. of Truppe (l.), LaGrave & Reynolds, and C.A. Larson, Meredith Publishing Co. Mr. Lamb, in an address before the Des Moines club, described "The Day Advertising Stopped." He looked ahead to an April day in 1961 when the advertising business came to a complete standstill: radio-tv networks ceased operations, newspapers sold for 25-50 cents, the days of the supermarkets and mass produced automobiles were numbered, and countless numbers were unemployed as business declined. He called advertising a "great industry which governs communications and the United States."

# HOW THEY RATE

## Coast ATAS panel looks into ratings

Ratings for radio and tv program audiences are not something dreamed up as a money-making device by the rating services but were created at the demand of advertisers and advertising agencies, William Shafer, manager of the Hollywood office of American Research Bureau, reminded the West Coast Chapter of the Academy of Television Arts & Sciences at its April 14 meeting.

The advertiser and his agency are interested in using broadcast media to reach people with their sales messages, Mr. Shafer explained. Therefore, they need to know what kind of programs people want to watch on tv and listen to on radio. To get this information, they call on the rating services.

Mr. Shafer and Joseph R. Matthews, west coast representative of A.C. Nielsen Co., depicted the information they provide about broadcast program audiences as a guide to advertisers and agencies to be considered with other factors, primarily sales success, in a decision to renew or cancel a program. The continuing trend shown by the ratings over a period of months is the important thing, they maintained, insisting that only on rare occasions does an advertiser base his decision on a single rating.

**Researching Research** • Citing a survey made some years ago by Nielsen

*Frank L. Magee, president of Aluminum Company of America and Pittsburgh's Man of the Year. His company helps create a wonderful world of tomorrow through imaginative uses of aluminum.*

# This is Pittsburgh

*Carl Ide, outstanding KDKA-TV personality watched by 696,000 people every evening at dinner time.*

*Richard Hartman, one of the 4.5 million people reached by KDKA-TV, easily Pittsburgh's first station.*

Home of the Alcoa building, landmark of a new architecture . . . and the home of KDKA-TV, the most-watched station in the entire Pittsburgh area. Let KDKA-TV show you what real sell can do for your product.

**KDKA 2 TV Pittsburgh**
Represented by PGW
Westinghouse Broadcasting Company, Inc.

GATEWAY TO THE FUTURE 1758 PITTSBURGH BICENTENNIAL 1958-59

# NO END IN SIGHT FOR "MY LITTLE MARGIE"... NOW IN ITS 6TH RUN

When you're ahead, you keep playing the same winner. Over 190 stations have had tremendous success with strip-programing. Fourth, fifth and sixth run, "MARGIE" has beaten leading network, syndicated and local shows. **When you can't beat a top show... *buy it.***
*126 programs available.*

**NO. 1 RATING... AND THERE'S NO END IN SIGHT.**

NEW ORLEANS . . . 4:30 P.M. . . . **22.1** . . . 3rd Run against American Bandstand, 12.4; Four Most Features, 8.1.

HOUSTON-GALVESTON . . . 6:00 P.M. . . . **26.6** . . . 3rd Run against World At Large/Newsreel, 8.5, Local News/ABC News, 5.0.

NASHVILLE . . . 1:00 P.M. . . . **15.7** . . . 6th Run against Home Folks Playhouse, 5.6, Beat the Clock, 5.5.

A ROLAND REED PRODUCTION

OFFICIAL FILMS, INC.
25 WEST 45TH STREET • NEW YORK 36, N. Y. • PLAZA 7-0100

on management decisions, Mr. Matthews said that 42% of decisions made without research turned out to be correct, but pointed out that the 58% that were wrong was too large a proportion for most businesses to afford. He showed how, by analyzing the programs preceding and following time periods under consideration for a program series, and the programs on other networks at the same time, the audience measurement services are able to offer valuable aid to an agency in deciding which time would be best for its client's show.

Gale Smith, former head of Procter & Gamble productions, moderated the panel discussion of ratings. Panelists Robert L. Redd, vice president in charge of west coast radio and television for Erwin Wasey, Ruthrauff and Ryan, and Jack Newell, west coast media director of BBDO, agreed that ratings are used as aids in making decisions and not as absolute answers. The last panel member John Guedel, head of John Guedel Productions, complained that when one of his shows was dropped after declining ratings, the answer seemed pretty final to him and no one was talking about ratings being merely an aid then.

The size of the sample used by the rating services to measure the behavior of the whole broadcast audience is generally adequate, the panel agreed. Mr. Matthews pointed out that in today's measurements a rating of 20 indicates that the program has an audience of between 19% and 21% of the total. To cut the range in half, so that a 20 rating would indicate an audience between 19.5% and 20.5% would require a four-fold increase in sample size and a proportionate increase in cost, he said. Mr. Matthews also reminded the audience that the sample must be truly representative of the entire national population in such significant factors as family size, education and income. The accuracy with which the data is collected from the homes and the accuracy with which it is tabulated and reported are other factors which are just as important as sample size, he stated.

Mr. Matthews also stressed that ratings are quantitative measurements reporting the number of people or families who watched or listened to a program, but not covering such qualitative matters as what they thought of the entertainment or how they were affected by the sponsor's commercials.

Betty Emery, show supervisor for Benton & Bowles, Hollywood, was coordinator of the ATAS session on ratings.

# NC&K ADDS DIMENSION TO RATINGS

## Formula ties in viewer recall of commercials with popularity

The results of a nine month special study of television network programming by Norman, Craig & Kummel, New York, indicates that "live, creative, non-violent" television is "the best buy for most sponsors."

Norman B. Norman, president of NC&K, said that the study points up this crucial factor: the type of program a viewer is watching has a marked influence on his ability to recall and identify its sponsor or products (CLOSED CIRCUIT, March 30). The study analyzes the kinds of programs which stimulate recall and the types which tend to retard it.

The agency's findings are based on an analysis of 103 evening network programs during the last six months of 1958. The agency made use of total audience figures compiled by Nielsen during that period and Trendex figures, which provide information on the product being advertised (sponsor identification). NC&K, using figures from these two services, has devised a new rating which it calls "sponsor rating"—the result of applying the sponsor identification percentage from Trendex to the total audience rating from Nielsen.

Specifically, average sponsor rating is achieved by multiplying the average sponsor identification by the average Nielsen rating. Mr. Norman stressed that the "sponsor rating" is a key factor in the study, stating "it is a measure of the crucial sponsor 'audience, rather than the program' audience."

**Top "Sponsor-rated" Shows** • Using the "sponsor rating" as the yardstick, the reports list the following as the top ten programs: *Lawrence Welk Dancing Party* (26.2), *Ed Sullivan Show* (26.0); *I've Got a Secret* (25.1), *Dinah Shore Chevy Show* (22.8), *Jack Benny Program* (21.8), *Ernie Ford Show* (21.5), *General Electric Theatre* (20.6), *Lassie* (19.5), *The Price Is Right* (18.1) and *Perry Como Show* (18.0).

The report highlights these observations: eight of the ten leaders in "sponsor ratings" are live shows (only *Lassie* and *General Electric Theatre* are on film); not a single western was able to make the top ten list (*Maverick* rates highest in this category in 16th place); there is not a single "gun-shooting" show of any kind (western, crime, mystery or adventure) in the top ten.

LAWRENCE WELK
No. 1 by new measurement

Mr. Norman commented: "All of the winners—as a general type—are in the warm, friendly category; most of them aspire to a conscious empathy between audience and performers."

The presentation has been shown to 35 of the top 50 advertisers in the country, according to Mr. Norman, with the "following summary admonitions":

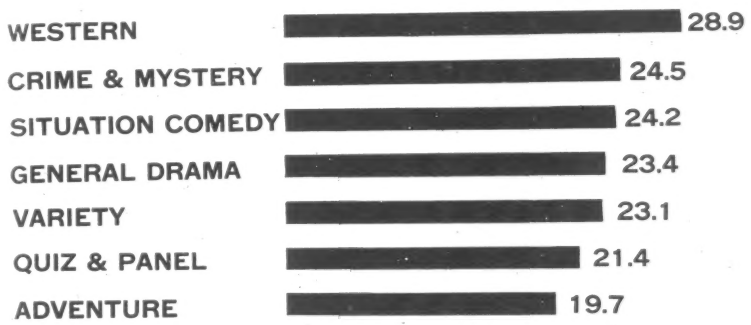
- The mere size of the program audience is no indication of sales responsiveness.
- The program itself has a vital influence on the selling impact of the sponsor message.
- Filmed violence actually *interferes* with the reception of your sales message.
- Warm, friendly entertainment is the most effective vehicle for your commercial.
- Live programming creates the best atmosphere for sponsor identification.
- Within the above limits, present the type of entertainment that is most compatible with your company profile.

Related elements of the report brought out the following supplemental conclusions on tv programming for sponsors: every-week sponsorship is more effective—even proportionately—than alternate-week rotation; an hour show is proportionately more effective than a half hour show; evening is generally a better "buy" than daytime; length of time on air is a progressively increasing advantage to a sponsor; an

## ACCORDING TO NC&K:

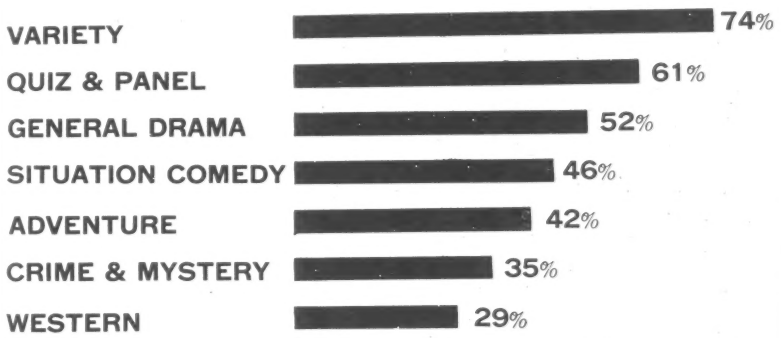
### Action shows draw biggest audiences . . .

(Chart below shows average Nielsen ratings for each main type of program, based on 103 evening network tv shows. Source: Nielsen Television Index, first November report, 1958.)



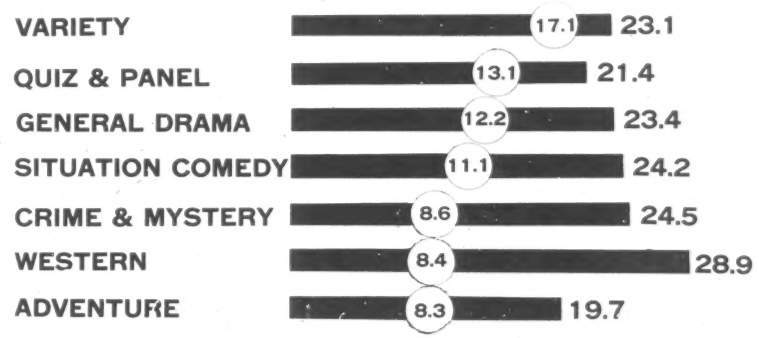

### . . . but their sponsors tend to be obscured

(Chart below shows average sponsor indentification for same program types. Source: Trendex Television Advertisers' Report June-September-November, 1958.)




### Best buys are live programs with empathy

(Circled figures in chart below are "sponsor ratings," obtained by multiplying Nielsen ratings (top chart above) by Trendex TAR averages (chart immediately above). "Sponsor rating," according to agency, is a "measure of the sponsor audience rather than the program audience." Figures at far right are average Nielsen ratings as in top chart above.)




entertainer as "image" of the sponsor is a plus.

Mr. Norman maintained, however, that the programming itself overshadowed all these related elements and, moreover, "was more powerful than all of them combined." The "environment" of a program, he said, was found to exert the strongest effect on commercial recall.

The special report was a combined operation of the television department of NC&K and was prepared under the supervision of Mr. Norman and Walter Craig, vice president in charge of broadcasting. Mr. Craig pointed out that the study dealt with network programming only but stressed "that nothing in this report should be construed as an attack on spot tv or for that matter on other uses of network television." On certain occasions, Mr. Craig added, spot tv is a major media buy and in most cases is a supplementary media purchase.

## D-F-S adds cereals

Dancer-Fitzgerald-Sample Inc., New York, was on the gaining and losing end of business last week, acquiring from General Mills Inc., Minneapolis, three breakfast food products (Corn Trix, Kix and Jets) and relinquishing the Decaf instant coffee and Nestea accounts of the Nestle Co., White Plains, N.Y.

The cereal accounts bill about $2 million and are substantial users of radio-tv. The change-over which takes effect Sept. 1, is said to be a move by General Mills to consolidate its ready-to-eat cereals in one agency. Dancer already handles the company's Cheerios, Hi-Pro and Cocoa Puffs cereals, as well as other General Mills products. The account has been at Tatham-Laird, Chicago, which will continue to represent the company's pet food products and Betty Crocker muffin mixes.

Nestle has assigned its Decaf and Nestea business, amounting to more than $2 million, to McCann-Erickson, New York. It was reported that D-F-S was dropped because certain new product plans of Nestle would conflict with current clients of Dancer. The switch will take place Sept. 1. The accounts are active spot radio-tv users.

## Plymouth takes Allen

Plymouth Div. of the Chrysler Corp. has its new network show for next fall: full sponsorship of the hour-long *Steve Allen* show that will be in the Monday 10-11 p.m. position on NBC-TV. The auto advertiser a few weeks ago dropped its ABC-TV entry, the *Lawrence Welk* show. Comedian Allen reportedly journeyed to Detroit and convincingly personalized negotiations resulting in the Plymouth buy. Agency is N.W. Ayer.

**A new and self-appointed "agency"** "Cone, Cunningham, Lewis & Repplier" is conducting an appeal, limited to advertising agency people, for funds for The Menninger Foundation, Topeka. A memo (see cut) was issued by the heads of four advertising agencies: John P. Cunningham, board chairman of Cunningham & Walsh; Fairfax M. Cone, chairman of the executive committee, Foote, Cone & Belding; William B. Lewis, president, Kenyon & Eckhardt, and Theodore S. Repplier, president of The Advertising Council.

The idea was started when Dr. William Menninger, of the foundation, contacted Mr. Cunningham at the suggestion of Mr. Repplier. The solicitation memo was written by Mr. Cunningham, whose agency is providing postage and clerical help. The Menninger Foundation is a non-profit center for treatment, prevention, research and professional education in psychiatry.

Fairfax M. Cone
Foote, Cone & Belding

William B. Lewis
Kenyon & Eckhardt Inc.

John P. Cunningham
Cunningham & Walsh Inc.

Theodore S. Repplier
The Advertising Council

## 'Voice of Firestone' continuance doubtful

If ABC-TV's last-ditch attempt to save the *Voice of Firestone* fails, a show that has been standard broadcast fare for some 30 years will become a casualty in next fall's network schedule.

The Firestone Tire & Rubber Co., Akron, Ohio, unable to find a prime nighttime slot for its musical program, appeared reconciled last week to let the whole matter—and the program—drop.

The program is now in the Monday 9-9:30 p.m. slot on ABC-TV, its contract running out June 1. The advertiser formally stated last week that it would discontinue the show with "regret," that viewers had appreciated the "quality" of the program but "apparently ABC, which has carried it for the past five years, does not agree with our opinion."

But it was reported Thursday (April 16) that the network still considered *Voice* a possibility for the fall schedule. Latest was that ABC-TV officials had offered to alternate *Voice* with Lawrence Welk (Thurs., 10-11 p.m.), thus giving Firestone an hour every two weeks instead of a half-hour each week.

**How Troubles Began** • What started this fracas with a network was ABC-TV's decision to program a new Warner Bros. filmed hour, *Bourbon Street Beat*, Monday, 8:30-9:30 p.m. next season.

CBS-TV and NBC-TV reportedly offered Firestone a Sunday slot while ABC-TV's initial offer was a 10:30-11 p.m. period on Monday. These Firestone rejected.

**Voice** • This is not the first time *Voice* has had such network trouble. At one time on NBC-TV, that network at the end of the 1954-55 season wanted to shift the show from Monday night to Sunday afternoon. Firestone declined and moved to ABC-TV.

(Firestone's agency is Sweeney & James, Cleveland.)

The program started on radio (NBC) in 1928, continuing in the same period (8:30-9 p.m.) until 1954, and in the meantime had become a simulcast (both radio and tv).

## Chicagoans merge

Roche, Rickerd & Cleary and Proebsting, August & Harpman, both Chicago, merge May 1. They had 1958 billings of about $6 million and $1.4 million, respectively. The consolidated agency will operate in RR&C's expanded quarters at 135 S. LaSalle St. Neither agency has been especially active in broadcast media. Chairman John P. Roche, President C.E. Rickerd and First Vice President James M. Cleary continue in their former positions. New officers are James L. Proebsting, chairman of executive committee; K.C. August, vice president, and John W. Harpman, creative director. The new agency will retain the name of Roche, Rickerd & Cleary.

## On again, off again, in again, out again

There were many examples of hectic antics by advertisers and their agencies and the tv networks in the frantic game of musical chairs on next season's programming. Procter & Gamble on behalf of its *Loretta Young Show*, *Bat Masterson* and *Biography* are only a few typical cases.

The hustling about was symptomatic of an advanced sales season of unprecedented speed and juggling.

Last winter it was reported *The Loretta Young Show*—an NBC-TV showcase on Sunday nights for several seasons—might be dropped because Miss Young was not going to continue the series. Benton & Bowles, P&G's agency on the show, scotched that talk. The show would return, it was said.

A few weeks ago, the program again was in doubt. It was then reported that Benton & Bowles had sought a new time period for the show on behalf of P&G and if it did not obtain it, the show would be dropped. Last week, B&B reported the program probably would be sponsored by P&G and slotted "tentatively" in the Wednesday 10:30-11 p.m. period on NBC-TV.

*Bat Masterson*, a half-hour program on Wednesday nights on NBC-TV, was slotted for a full-hour exposure on the network on Monday nights, 7:30-8:30 p.m., with Kraft Foods and Sealtest continuing with the show. As of Thursday (April 16), signals were off, or seemed to be, with Sealtest reportedly desiring *Masterson* as a half-hour not a full hour. At press time, NBC-TV was sticking to the hour-long version. J. Walter Thompson represented Kraft and N.W. Ayer negotiated for Sealtest.

*Biography* had appeared set to share Thursday honors during the next season with *Playhouse 90* on CBS-TV. Sponsor had been set: Equitable Life Assurance, through Foote, Cone & Belding. Latest word from CBS-TV: *Biography* would not be in the Thursday night spot. And so the play and counterplay continued.

"It just hit me! -- WCIA is the 46th* tv market!"

A true AREA market located with transmitter approximately 129 miles from Chicago, St. Louis, and Indianapolis.

NCS #3 again proves WCIA's predominant audience in 54 wealthy, industrial, and rich black-soil counties.

Five metropolitan markets (BLOOMINGTON, CHAMPAIGN-URBANA, DECATUR, DANVILLE, and SPRINGFIELD) plus 1,912 cities and villages create a larger market than offered by twenty-one states and territories such as Arizona, Arkansas, Colorado, or Oregon.

*Television Magazine, Dec. 1958

WCIA

CHAMPAIGN, ILL.

CHANNEL 3 CHAMPAIGN

CBS OFFICIAL CBS OUTLET for CHAMPAIGN URBANA BLOOMINGTON SPRINGFIELD DECATUR DANVILLE

George P. Hollingbery, Representative

# BREWERS' TV TAB UP 6% IN '58

## Totals $46 million as print suffers drop; Schaefer use of ID's noted in TvB report

U.S. brewers swelled their investment in spot and network television to $46.1 million, an increase of 6% over 1957, and at the same time, decreased their expenditures in the print media.

This was the gist of report on tv advertising activities of the nation's top brewers made public last week by the Television Bureau of Advertising. TvB will publish on May 1 a complete record of brewery firms, which spent $20,000 or more in tv during 1958, but last week issued a preliminary report on tv investment of the leading 20 brewers.

As television billing increased, TvB stated, investments in other media decreased in 1958 from 1957 with newspaper lineage dipping 21% to $5.3 million, and outdoor dropping by 2% to $25.2 million.

TvB's figures for network billing, amounting to $5.9 million, were provided by Leading National Advertisers-Broadcast Advertisers Reports (gross time charges only), and spot billing, totalling $40.2 million, was supplied by TvB-Rorabaugh (gross time charges only).

The brewers' spot budget of $40.2 million, TvB reported, was broken down as follows: $4.4 million, daytime; $31.7 million, nighttime and $4.1 million, late night. Station ID sales, part of the spot investment, were said to total more than $7 million. TvB took special note of F&M Schaefer's widespread use of ID's as an advertising formula in 1958, after the baseball Dodgers moved to Los Angeles (Schaefer had spent a large portion of its budget in previous years for tv sponsorship of the Dodgers). This brewer decided to place more than one-half of its 1958 tv budget of $1,285,780 in a station identification campaign, using tv time checks. Schaefer averaged 40 spots a week on three stations in New York and, TvB said, discovered this technique "brought its mesages into more homes, more often than any other advertising they have ever used."

The top 20 brewers in the U.S., according to TvB spent $29,446,856 in tv in 1958, said to be a 10% boost over 1957.

## KTTV (TV) offers ANA all-commercial show

An offer to give the Assn. of National Advertisers a half-hour a week for 13 weeks to broadcast nothing but tv commercials was made Wednesday by Richard A. Moore, president of KTTV (TV) Los Angeles.

Addressing the ANA western meeting in Santa Barbara, Calif., Mr. Moore decried the kind of "anti-advertising mind" which thinks that advertising "somehow taints a medium." A most recent example of this type of thinking, Mr. Moore said, was the Oscar telecast of the Academy of Motion Picture Arts and Sciences, a program that reached 29 million homes and more than 70 million people but that "carried no advertising, not even for motion pictures."

"As far as I'm concerned," Mr. Moore declared, "the sustaining look of the Academy broadcast was a setback for commercial television and for the cause of marketing. It was also a sad economic waste. Think of the news and information that could have been given to 29 million homes about American goods and services."

The acceptability of a newspaper or magazine page, a radio or tv time segment "is not determined by whether or not it contains advertising but by whether it is entertaining or informative or both," Mr. Moore noted. "The fact is that some of the most creative, entertaining, beguiling material on television is within the commercials which you and your agencies create," he told his audience of advertising executives.

"I do not believe the public objects to advertising, as such," the KTTV president stated. "I think it's time we prove this point. Therefore, let me close with this positive suggestion on behalf of KTTV.

"We hereby offer to your association free of charge a good half-hour of time for a program to consist of nothing but commercials—good commercials—the best we can find from anywhere in the country. We'll put that program on for 13 weeks and I predict that the public, young and old, will find it highly pleasing. Moreover, I predict that it will draw a bigger audience than many programs that carry little or no commercial content and I suspect that after 13 weeks we shall offer you a renewal on the same terms, except in the second cycle we would like the right to sell the program for outright sponorship."

## RAB polishes plans for 60-city swing

Top officials of the Radio Advertising Bureau last week mapped plans for the bureau's 1959 areas sales clinics, which begin today (April 20) and continue for a month. Forty-six separate clinics will be held in about 30 cities, starting in Minneapolis and Tulsa today. (April 20).

An all-day planning session was held by RAB executives in Suffern, N.Y., last Thursday (April 16), covering discussion on 60 radio sales case histories, new facts about the medium and tips on selling practices, including "do's" and "don'ts." In attendance were Kevin B. Sweeney, RAB president; John F. Hardesty, vice president and general manager; Miles David, director of promotion; Warren Boorom, director of member service; Arnold Katinsky, assistant director of member service, and Pat Rheaume and Bob Nietman, member service department division managers.

## Premium field growth outlined in Chicago

Advertisers who promote premium offers are finding that consumer response is better than ever, Gordon C. Bowen, chairman of the Premium Advertising Assn. of America, told a conference at the National Premium Buyers Exposition, held at Chicago's Navy Pier April 6-9.

Mr. Bowen also told a new conference that the premium industry became a $2 billion business last year and he expects it to hit $2.25 billion in 1959. The "stigma" of premium advertising, he said, has largely been removed and enjoys the support of such

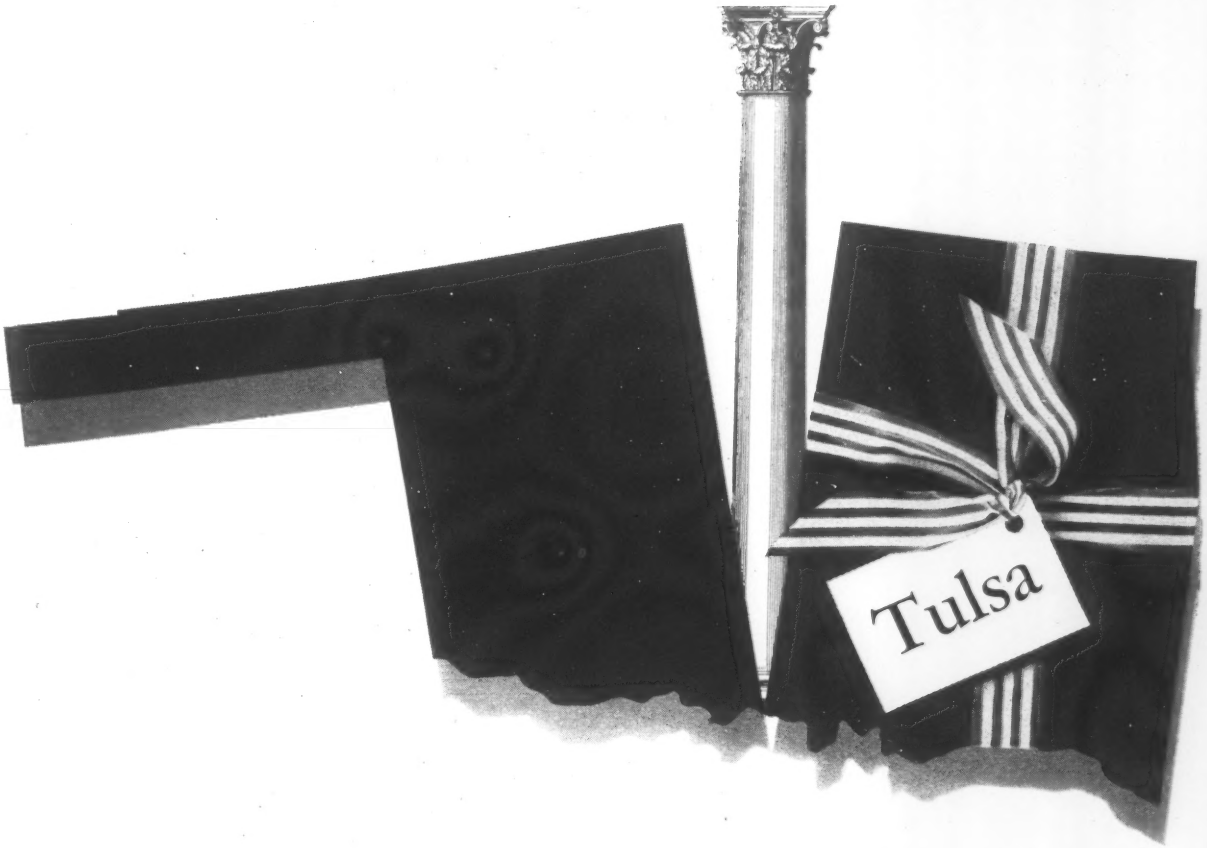
**ARB**

**ARBITRON'S DAILY CHOICES**

Listed below are the highest-ranking television network shows for each day of the week April 9-15 as rated by the multi-city Arbitron instant ratings of American Research Bureau.

| Date | Program and Time | Network | Rating |
|---|---|---|---|
| Thur., April 9 | You Bet Your Life (10 p.m.) | NBC-TV | 19.9 |
| Fri., April 10 | 77 Sunset Strip (9:30 p.m.) | ABC-TV | 25.8 |
| Sat., April 11 | Perry Como (8 p.m.) | NBC-TV | 26.3 |
| Sun., April 12 | Loretta Young (10 p.m.) | NBC-TV | 26.1 |
| Mon., April 13 | Lucille Ball-Desi Arnaz (10 p.m.) | CBS-TV | 28.6 |
| Tue., April 14 | Rifleman (9 p.m.) | ABC-TV | 27.3 |
| Wed., April 15 | Wagon Train (7:30 p.m.) | NBC-TV | 27.7 |

Copyright 1959 American Research Bureau




# How to buy half a state...and more

In Oklahoma it's a cinch! Virtually half of the state is the Tulsa television market. It includes: *47% of the population; 45% of the retail sales; 45% of the food sales; 44% of the drug sales; 46% of the effective buying income* . . . of the entire state of Oklahoma. In addition, the Tulsa television market also includes 13 counties in Arkansas, Kansas and Missouri . . . a whopping 330,780 television homes!

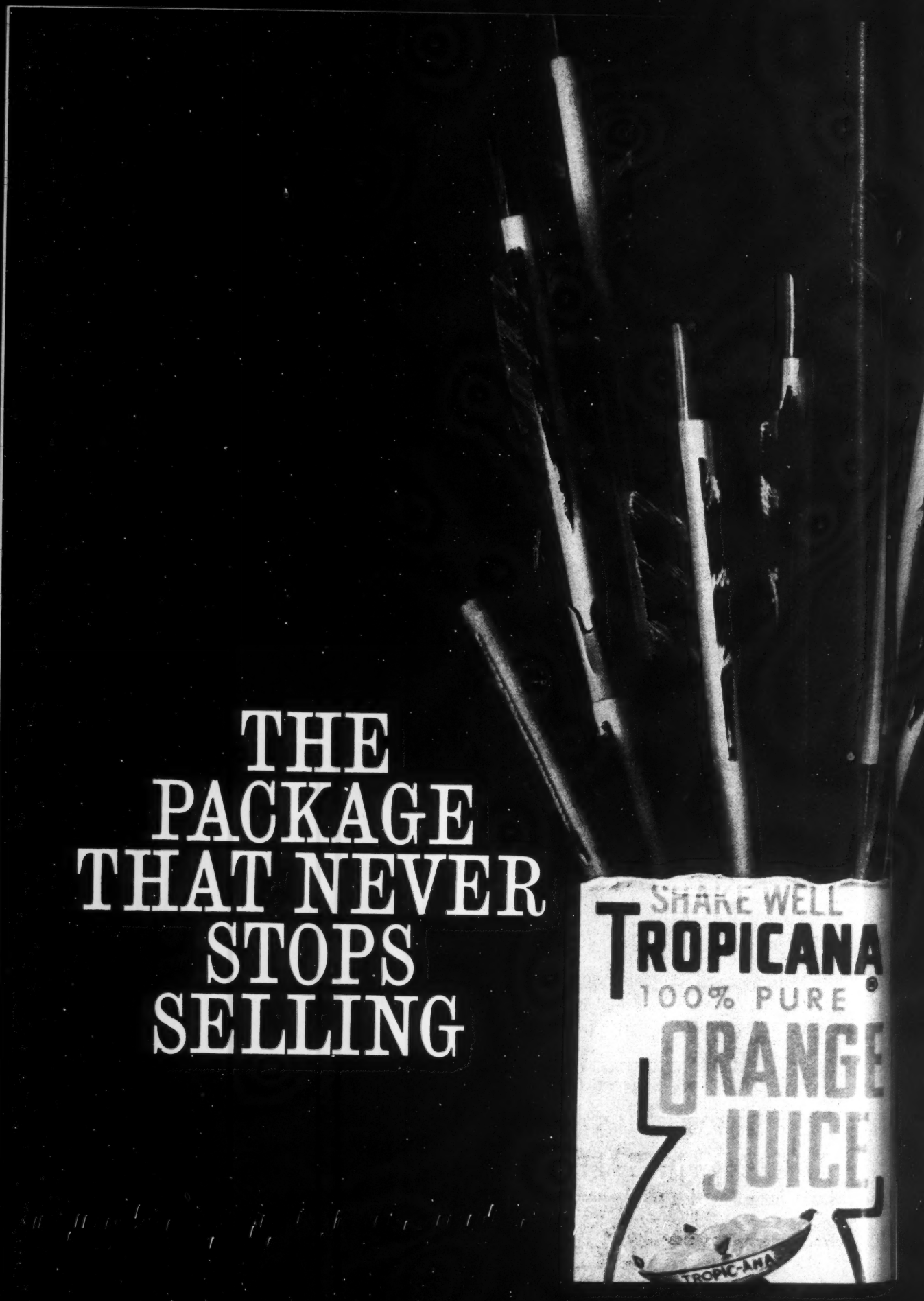
The only way to reach the rich, dynamic eastern half of Oklahoma (and more) is via Tulsa television. In Tulsa, KOTV has been the *first* station in *every* rating report for the past 10 years. Represented by Petry.

SOURCES: NCS #3, ARB, NIELSEN, SALES MANAGEMENT

**KOTV TULSA**

A CORINTHIAN STATION *Responsibility in Broadcasting*

KOTV Tulsa • KGUL-TV Houston • WANE & WANE-TV Fort Wayne • WISH & WISH-TV Indianapolis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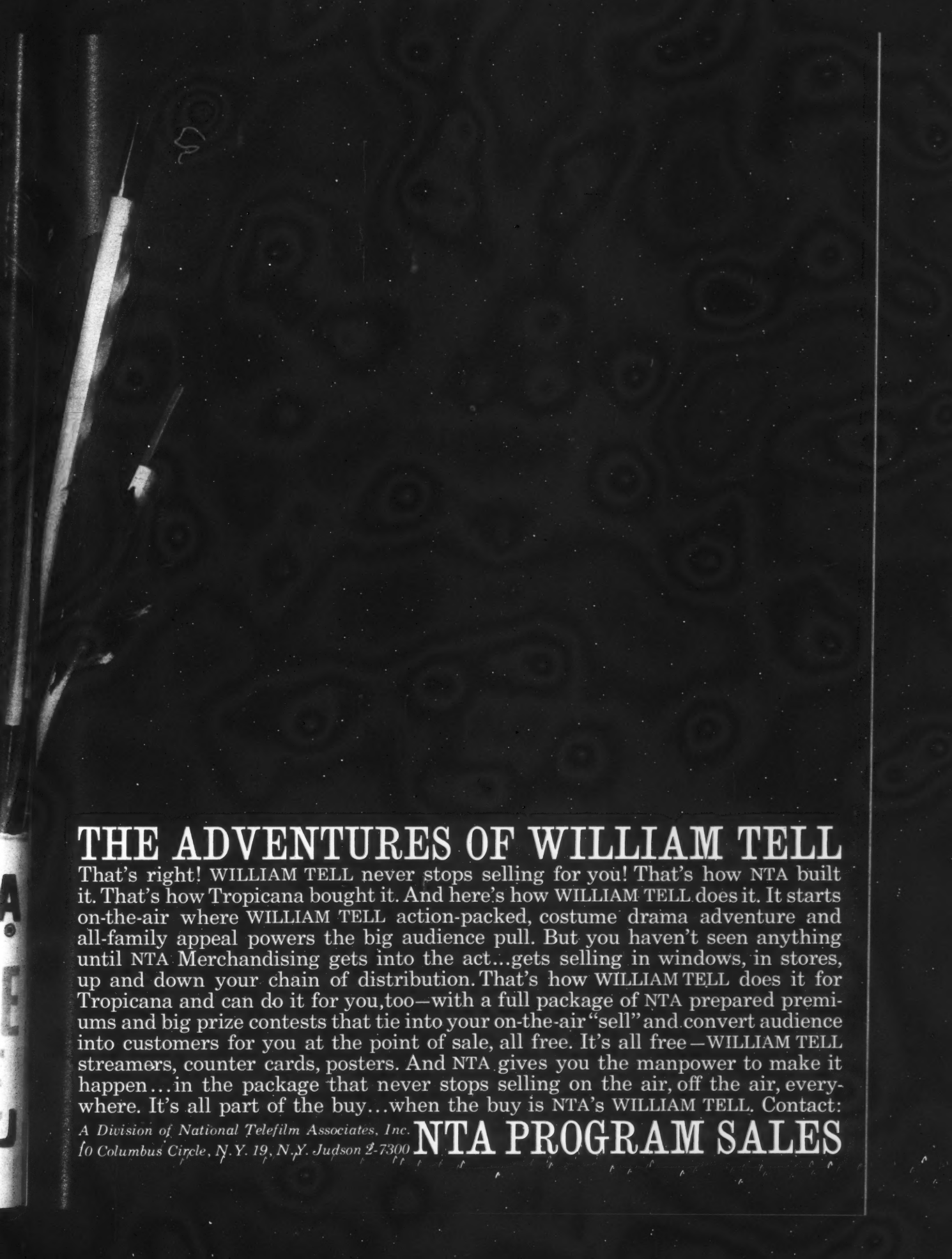
PACKAGE
THAT NEVER
STOPS
SELLING
SHARE WELL
TROPICANA
100% PURE
ORANGE
JUICE
TROPIC-ANA

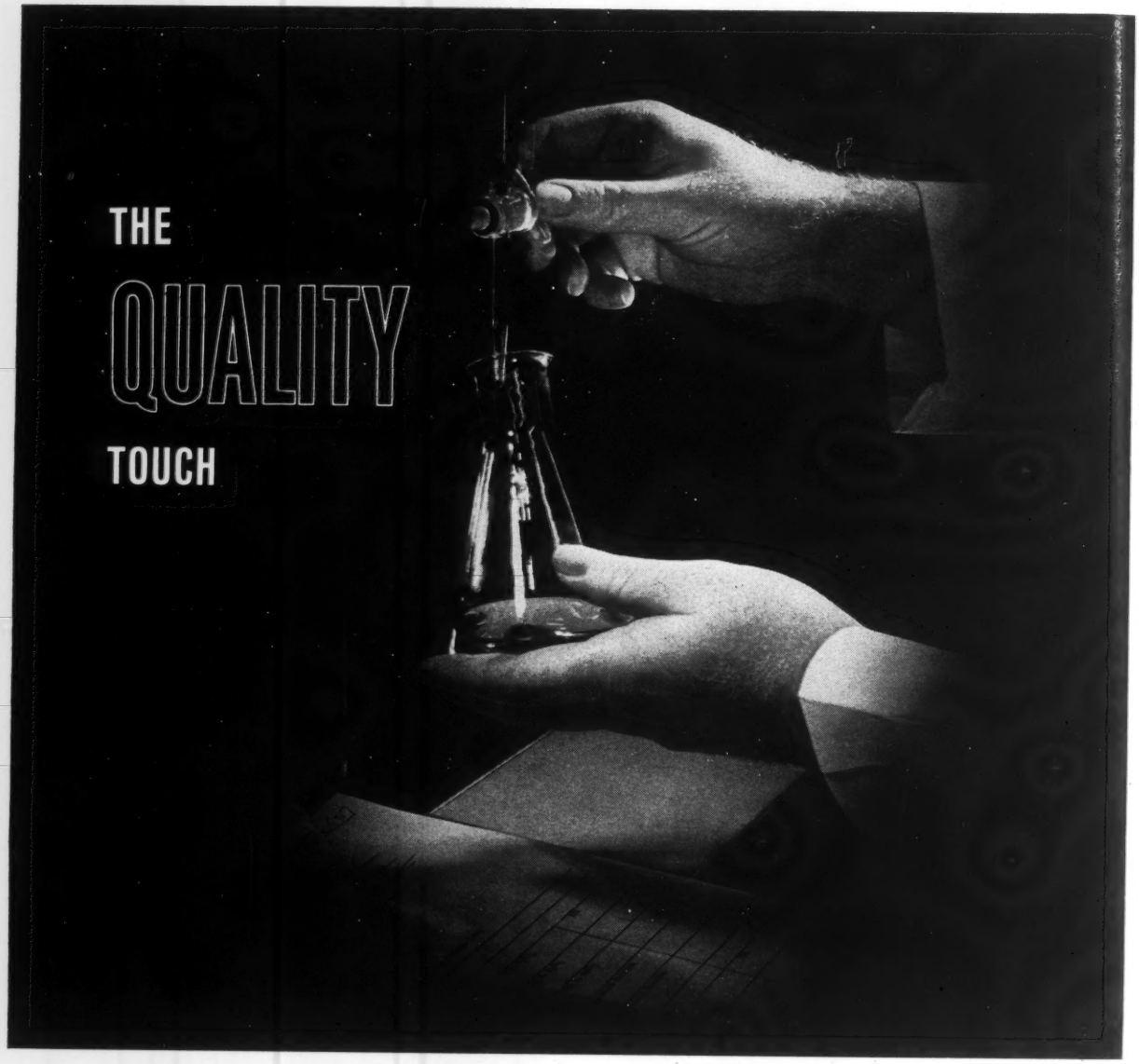


# THE ADVENTURES OF WILLIAM TELL

That's right! WILLIAM TELL never stops selling for you! That's how NTA built it. That's how Tropicana bought it. And here's how WILLIAM TELL does it. It starts on-the-air where WILLIAM TELL action-packed, costume drama adventure and all-family appeal powers the big audience pull. But you haven't seen anything until NTA Merchandising gets into the act...gets selling in windows, in stores, up and down your chain of distribution. That's how WILLIAM TELL does it for Tropicana and can do it for you,too—with a full package of NTA prepared premiums and big prize contests that tie into your on-the-air "sell" and convert audience into customers for you at the point of sale, all free. It's all free—WILLIAM TELL streamers, counter cards, posters. And NTA gives you the manpower to make it happen...in the package that never stops selling on the air, off the air, everywhere. It's all part of the buy...when the buy is NTA's WILLIAM TELL. Contact:

*A Division of National Telefilm Associates, Inc.*
*10 Columbus Circle, N.Y. 19, N.Y. Judson 2-7300*

## NTA PROGRAM SALES




WFAA
radio & television
dallas

Here is where "quality" enters the product picture. It is here the trained eye can detect and formulate that which makes one product stand head and shoulders above the rest.

There is no laboratory for measuring the "quality touch" of today's better radio and television station operations. And yet, it does exist . . . . to be sensed, sought after, and valued by those who know its importance to any successful campaign.

BROADCAST SERVICES OF THE DALLAS MORNING NEWS ■ EDWARD PETRY & COMPANY, NATIONAL REPRESENTATIVES

companies as RCA Victor, Columbia Records and Westinghouse Electric Corp.

Premiums represent a good potential for personality radio-tv programs at the local station level, particularly in the toy field, he added. He claimed that about 74 of the top 100 national advertisers (in terms of actual advertising expenditures) make use of premiums.

Daniel D. Kinley, vice president and chairman of McCann-Erickson's marketing plans board, cited the need for pre-testing advertising campaigns featuring premiums as well as the premium itself.

More emphasis on ideas rather than gadgets among food and other premium users was suggested by Dean F. Thomas, national sales manager for Pillsbury Co.'s grocery products division. "You must change from peddlers of gadgets to creators and sellers of ideas," he said.

**Advertising experts** • Agency executives prepare for a "creative conference" for students co-sponsored by the U. of Missouri school of journalism and the Advertising Federation of America. Left to right: Bryan Houston, chairman, Bryan Houston, New York; C. James Proud, president and general manager, AFA, and David Bascom, chairman, Guild, Bascom & Bonfigli, San Francisco. The one-day program was AFA's tip of the hat to the school's 50th anniversary.

## 50TH ANNIVERSARY
## Missouri journalism saluted by agency men

Television "stimulates greater creative effort," an advertising executive told a creative conference for students co-sponsored by the Advertising Federation of America and the U. of Missouri School of Journalism as AFA's salute to that school's 50th anniversary.

Kenneth C. T. Snyder, vice president and tv-radio creative director of Needham, Louis & Brorby, Los Angeles, said that the "new look in audio-visual communication is the result of meeting the challenges . . . of tv." He emphasized the importance of the "economical statement" of the creative idea which by its very difficulty results in "more effective commercials."

Co-chairmen of the creative conference were C. James Proud, president of AFA, and Prof. Milton Gross of the school of journalism.

**On the Bill** • Speakers besides Mr. Snyder were David Bascom, chairman of Guild, Bascom & Bonfigli, San Francisco; Bryan Houston, chairman of Bryan Houston, New York; Olive M. Plunkett, vice president and copy supervisor, BBDO, New York, and Ted Lord, of Daniel Starch & Staff, New York research firm.

The secret of successful creativity, according to Mr. Bascom, is twofold: to believe in "different" advertising with the "fervor of an evangelist," and to have clients with a "great deal of courage and money." Rich rewards often await those, Mr. Bascom said, who have the courage and tenacity to be different.

A note of warning was sounded by Mr. Houston for students who may develop the idea that "creativity" is an end rather than a means. He counseled the audience never to forget that the "advertisement must sell something."

The agency chairman pointed to advertising, for all its "shortcomings," as the "most reliable and the most believed type of communication."

Miss Plunkett delivered the following advice to Missouri journalism and advertising students:

- Never underestimate the quality of the unexpected.
- Remember that advertising should be in the singular rather than the plural.
- Talk to readers as though you liked them.
- Break the rules.
- The easiest kind of client to work with, said Mr. Lord, is the man who calls you in and asks, "Am I right or am I wrong?" It is difficult, he added, to go in and tell someone who is paying you that he is not doing a good job.

"Continuing research," Mr. Lord concluded, "is necessary to improving creativity because no one knows all the answers . . . and the only way to keep up with them is through research."

## Agency group switches to new meeting plan

Mergers, creative research and other topics in the overall marketing picture commanded the attention of members of the Mutual Adv. Agency Network at a Chicago workshop-business meeting April 9-11.

About 30 representatives of 19 member agencies attended the sessions at the Bismarck Hotel. MAAN approved a recommendation to reduce its annual meetings from four to three and to expand the length from two to three days. Next meeting under the new workshop format was set for the same site Sept. 17-19.

Key speakers were Herschell Williams, Robert C. Durham Co., consulting firm specializing in handling arrangements for agency mergers; LeRoy Staunton, Wolf Engraving Co., who discussed "How to Tell a Client When He Needs More Than Selling Help," and Perham C. Nahl, creative research director, Needham, Louis & Brorby, on "Pre-Testing Ads on a Limited Budget." Fran Faber, president of the Minneapolis agency bearing his name and the MAAN, presided over the talks.

MAAN members also exchanged information, ideas and views on common problems and discussed interagency "branch office" services. Mr. Faber said the new three-day format, an alternative to quarterly meetings, had proved a successful experiment.

## Ike urges advertisers to bolster confidence

President Eisenhower last week called on American advertisers to maintain a "Continuing Confidence Campaign" to combat inflation and the Communist threat. The President made his comments in a talk to the Advertising Council's 15th Annual Washington conference April 13-14.

More than 300 top-flight advertisers attended the two-day meeting. They heard also Vice President Richard M. Nixon; cabinet officers Christian A. Herter, State; Robert B. Anderson, Treasury; Lewis L. Strauss, Commerce; James P. Mitchell, Labor; Neil H. Mc-

**Missions for 1959** • Broadcast network executives met with the board of directors of The Advertising Council in New York April 9 to map plans for support of 1959-60 campaigns. Explaining the agenda to James M. Lambie Jr. (c), special assistant to President Eisenhower, are Louis G. Cowan, CBS Television president (l), and Edwin W. Ebel, General Foods vice president and chairman, radio-tv committee, The Advertising Council.

Elroy, Defense; Arthur S. Flemming, Health, Education & Welfare.

Also, Allen W. Dulles, Central Intelligence Agency; Thomas C. Mann, State Dept. economic expert; Alan T. Waterman, National Science Foundation; T. Keith Glennan, National Aeronautics & Space Administration; and Harold C. McClellan, general manager, American Exhibit in Moscow. Also presidential aides James R. Killian Jr., science and technology, and Don Paarlberg, special assistant.

All the discussions were off-the-record.

On Monday night members heard a special foreign affairs panel conducted by Philip L. Graham, publisher, *Washington Post & Times Herald.* Panel members were Mahomed Ali Currim Chagla, Ambassador of India; Count Adalbert de Segonzac, *Paris Soir,* and Max Freedman, *Manchester Guardian.*

Presiding at Monday's meeting was Gordon Gray, special assistant to the President and director, National Security Council. Monday night and Tuesday at luncheon, John C. Sterling, chairman, The Advertising Council, presided.

## Weiss adds L.A. arm, more lines from Purex

Edward H. Weiss & Co., Chicago-based agency in the $10 million bracket, has added a new account and a branch servicing office.

Notwithstanding plans to open a Hollywood office, however, the Weiss agency is still contemplating further expansion by merger or absorption, in a bid to enlarge its client services. Mr. Weiss, head of the agency bearing his name, told BROADCASTING last week that "if another agency were found on the West Coast to have compatible interests, Weiss would entertain proposals for negotiation."

The new Weiss office, at 6399 Wilshire Blvd., will be headed by Robert N. Harris, vice president, and staffed according to client servicing needs. The agency has added Purex Corp.'s Beads O'Bleach account, worth an estimated $1 million in billings, plus Allen B. Wrisley Co.'s bath soap, acquired this year by Purex. It already handles Sweetheart soap, Dutch Cleanser, Protex soap and Blu-White for Purex, an overall $3 million client.

Weiss' Hollywood office will service, besides Purex, the accounts of Mogen David, Helene Curtis, James B. Beam Distilling Co. and others on the West Coast, though the creative work will continue to be handled in its Chicago headquarters. According to Mr. Weiss, about 50% of Beads O'Bleach billings are in broadcast media.

Weiss ranked 47th in radio-tv billings among U.S agencies last year, with an estimated $5.7 million or 43% of all billings. Until recently, Mr. Weiss engaged the services of Robert Durham & Assoc., agency consultant firm, looking toward consolidation with another agency.

## Holes in methods of measuring audience

Research must shed light on areas in which intuitive judgments are now being made. This point was made by Willard R. Simmons, president of W.R. Simmons & Assoc. Research Inc., New York, who discussed media audiences before the media research discussion group of the American Marketing Assn. in New York Thursday (April 16).

In pointing out inadequacies of traditional methods of media audience description, Mr. Simmons suggested more meaningful ways of looking at the kinds of people reached by broadcast and print media. "What is clearly needed," he said, "is the development of new and more relevant measures that are more directly related to the reasons why a person chooses a given magazine, newspaper or program in the first place. Greater emphasis must be placed upon psychological and sociological variables in addition to purely demographic characteristics. . . ."

Areas in which Mr. Simmons said that socio-psychological measurements are both "practicable and badly needed" are: social class affiliation ("social class and income level are two different factors"); verbal comprehension ("understanding of advertiser's message"); status sensitivity ("determinant of brand choice and media selection"), and receptivity ("acceptance or rejection of communication directed to people").

## Ford takes Tues. slot

Ford Motor Co. last week arranged for NBC-TV's Tuesday, 9:30-10:30 p.m. period for the fall season. The program format, however, has not yet been worked out.

Initial plan, as worked out by Dan Seymour, vice president and director of tv-radio, J. Walter Thompson, Ford agency, and MCA calls for expansion in some weeks for a 90-minute or two-hour presentation (AT DEADLINE, April 13). Earlier this spring, Ford sought a similar pact on CBS-TV, eyeing a projected *Fabulous Forty* series. That project fell through.

It was learned last week that Ford expects to retain its half-sponsorship of the hour-long *Wagon Train* and full sponsorship of the half-hour weekly *Tennessee Ernie Ford* both on NBC-TV, thus forecasting additional Ford money to network tv.

## • Business Briefly

### Time sales

• Anheuser-Busch, St. Louis, plans to repeat its "Pick a Pair" promotion for

# watching KMJ-TV in FRESNO (California)

**LEADS IN NEW RATINGS**

KMJ-TV has more quarter-hour wins during total rated time periods

**58% more than second station**
**42% more than third station**

KMJ-TV has more quarter-hour wins Monday through Friday - daytime

**156% more than second station**
**229% more than third station**

KMJ-TV Movie Matinee has 54% more audience than any other weekday movie

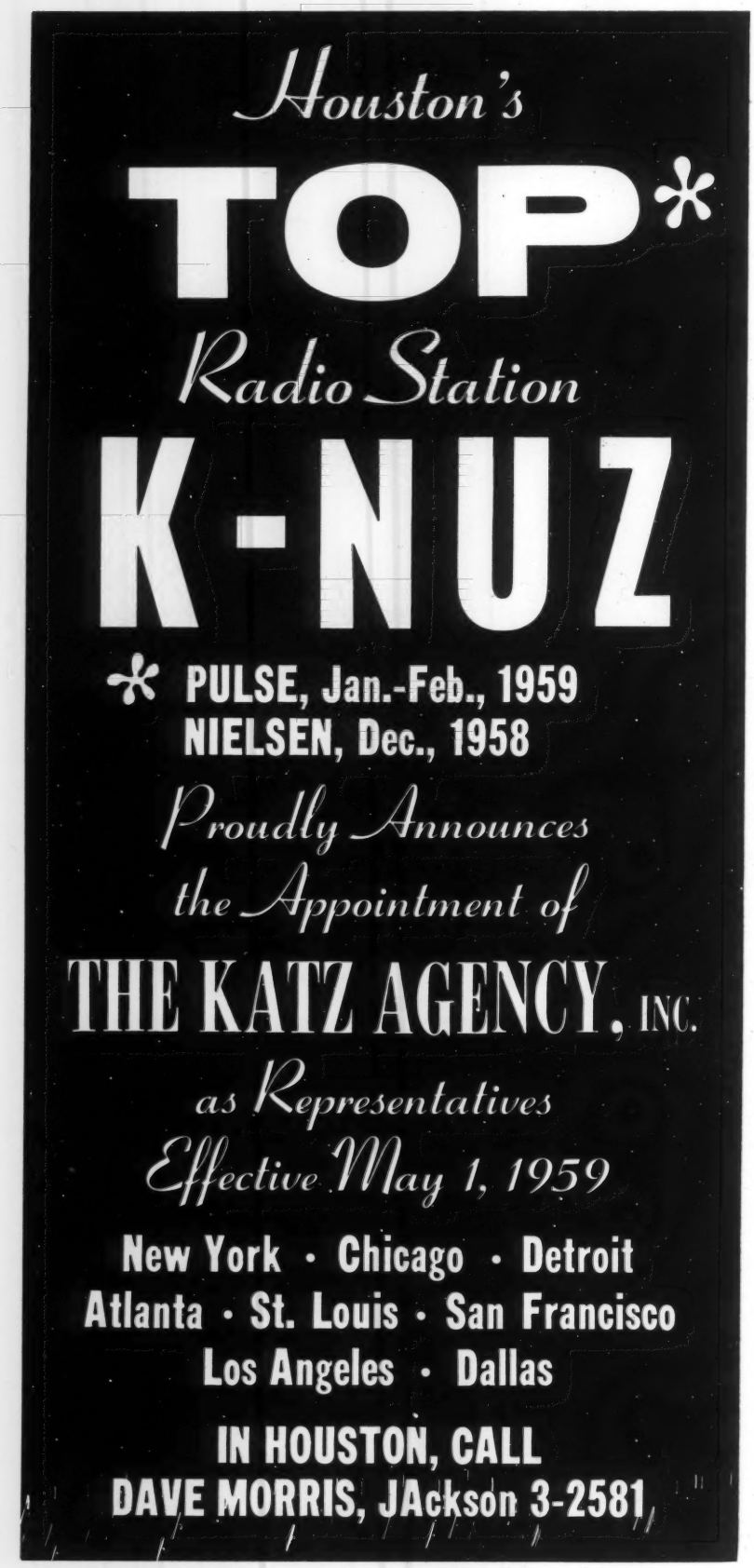
**KMJ-TV also has top-rated late movies**

*Data source: ARB four-week survey, Fresno Metropolitan Area, Jan. 19 — Feb. 15, 1959.*

*All quarter-hour figures shown taken during periods when KMJ-TV and at least one other Fresno station were on the air.*

**KMJ-TV . . . first station in The Billion-Dollar Valley of the Bees**

THE KATZ AGENCY, NATIONAL REPRESENTATIVE





Budweiser this summer, with spot radio and tv schedules currently being set by D'Arcy Adv. Co. The spot campaign is to start in May and will probably run about two months. The same sound track will be utilized for both radio and tv.

• Spot radio and television will be used in certain selected markets by Reddi-Wip Inc. in a two-month spring promotion campaign to complement its 13-week schedule of participations on Arthur Godfrey's CBS Radio morning show. Agency: D'Arcy Adv. Co., Los Angeles.

• Seven-Up Co., St. Louis, has announced it will not renew ABC-TV's *Zorro* after contract expires Oct. 1. Other advertising plans to replace network tv property are currently under discussion, according to J.M. Thul, advertising manager, with *Walt Disney Presents* and other shows among possible replacements.

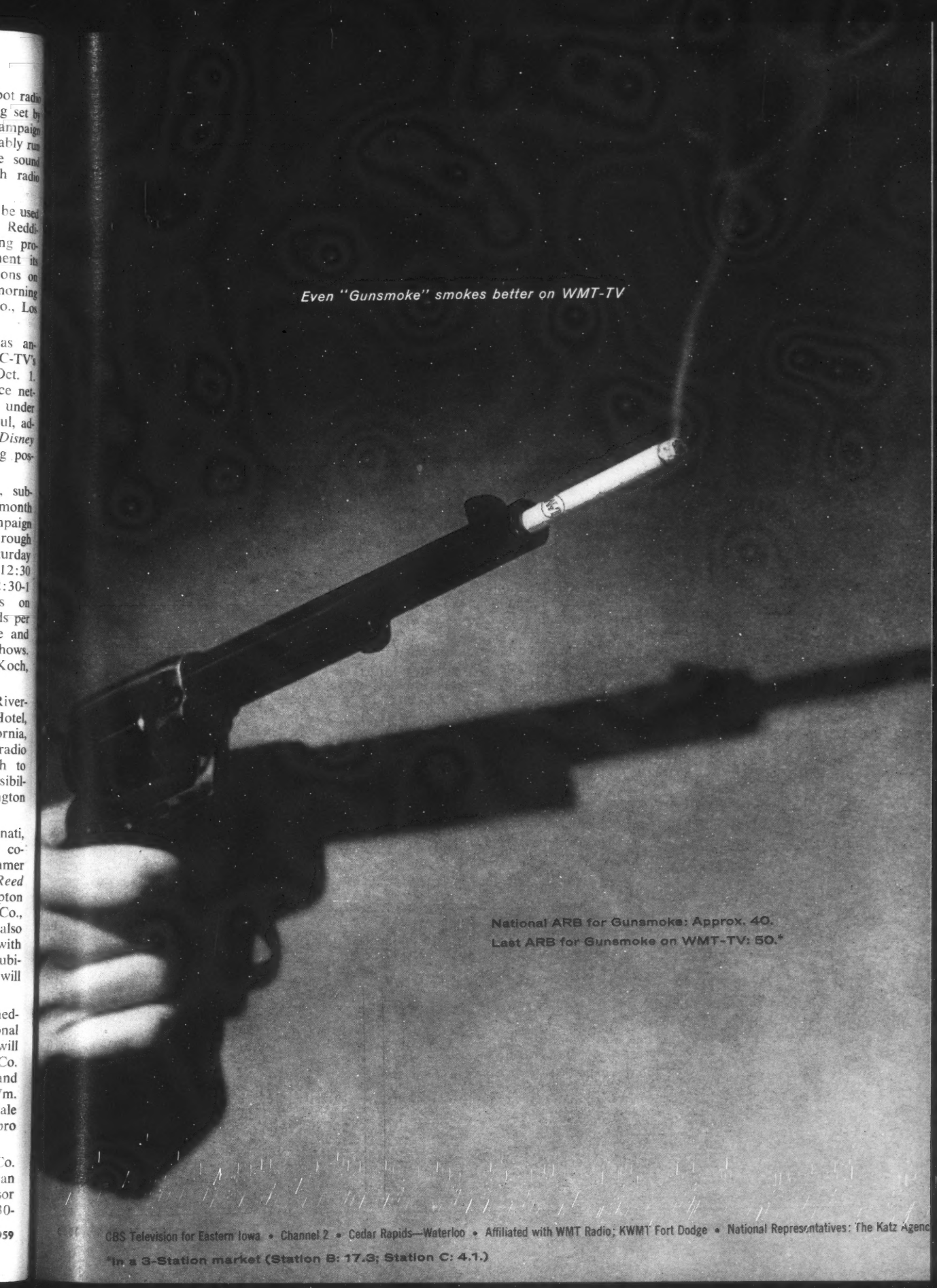
• House of Huston Inc., N.Y., subsidiary of Sterling Drug Inc., this month begins a network tv-radio campaign for its pet supplies, to run through 1959. Involved are NBC-TV Saturday presentations *True Story* (noon-12:30 p.m.) and *Detective's Story* (12:30-1 p.m.), one-minute participations on each, and over Mutual, 30 seconds per program on the Henry Gladstone and Walter Compton daily news shows. Huston's agency: Thompson - Koch, N.Y.

• Mission Inn Garden Hotel, Riverside, and Arrowhead Springs Hotel, Arrowhead Springs, both California, are using a heavy schedule of radio spots in Los Angeles this month to promote their facilities and accessibility. Agency: Honig-Cooper, Harrington & Miner, San Francisco.

• Procter & Gamble Co., Cincinnati, Wednesday (April 15) assumed co-sponsorship for spring and summer months of ABC-TV's *The Donna Reed Show* (9-9:30 p.m.) Agency: Compton Adv. Co., N.Y. Campbell Soup Co., through BBDO, the other sponsor, also will co-sponsor the show next fall with Johnson & Johnson via Young & Rubicam. Starting Oct. 8 *Donna Reed* will be seen Thursdays, 8-8:30 p.m.

• CBS Radio's entire broadcast schedule of New York Giants professional football games (Sept. 26-Dec. 13) will be sponsored by the General Cigar Co. through Young & Rubicam, N.Y., and P. Ballantine & Sons, through Wm. Esty Co., N.Y. This contrasts with sale of only one-third of the network's pro football series last year.

• Brown & Williamson Tobacco Co. and Whitehall Labs Div. of American Home Products Corp. will sponsor *Philip Marlowe* (ABC-TV, Tues., 9:30-


Even "Gunsmoke" smokes better on WMT-TV
National ARB for Gunsmoke: Approx. 40.
Last ARB for Gunsmoke on WMT-TV: 50.*
CBS Television for Eastern Iowa • Channel 2 • Cedar Rapids—Waterloo • Affiliated with WMT Radio; KWMT Fort Dodge • National Representatives: The Katz Agenc
*In a 3-Station market (Station B: 17.3; Station C: 4.1.)

"RADIO MOSCOW"

now available for

SYNDICATION

WBT offers, at cost, its highly successful and timely "Radio Moscow" series to one public spirited radio station in each market.

You get three 15-minute programs per week, formatted for commercial sponsorship, featuring recorded excerpts from Radio Moscow's English language propaganda plus commentary by WBT's Alan Newcomb and foreign affairs expert Rupert Gillett.

Write Wade St. Clair today.

The Jefferson Standard Broadcasting Company


10 p.m.). The series, based on Raymond Chandler's private detective creation, has its premiere Sept. 29. Agency for both advertisers: Ted Bates, N.Y.

• General Foods Corp., White Plains, N.Y., in behalf of its Kool-Aid, is sponsoring segments of ABC-TV's *Mickey Mouse Club* (Mon.-Wed.-Fri., 5:30-6 p.m.) and *Walt Disney's Adventure Time*, aired at the same time period on Tuesdays and Thursdays. The orders, placed through Foote, Cone & Belding, N.Y., were effective April 13.

### Agency appointments

• Structo Mfg. Co. (toy manufacturer), Freeport, Ill., appoints Erwin Wasey, Ruthrauff & Ryan, Chicago, to handle its account. Estimated total billing for 1959 exceeds $250,000. Broadcast media may be used. New account is the 16th added by EWR&R in 1959.

• Purex Corp. (soaps, detergents, etc.), South Gate, Calif., announces a realignment of its products. Beads-O-Bleach, formerly with Foote, Cone & Belding, L.A., and Wrisley bag soap, formerly with Fulton-Morrissey, Chicago, both to Edward H. Weiss, Chicago. All products manufactured by John Puhl Products Co. (Purex subsidiary) go from Roche, Rickerd & Cleary, Chicago, to Foote, Cone & Belding, L.A. These include Fleecy White liquid bleach, Bo-Peep ammonia, Little Boy Blue bluing and Miss Bo-Peep brightener. All appointments are effective July 1.

• Blaupunkt Car Radio Div. (am-fm receivers), a subsidiary of Robert Bosch, Germany, appoints Dunay, Hirsch & Lewis Inc., N.Y.

• H-R Representatives and H-R Television, N.Y., appoint Art Gelb Adv., N.Y., replacing Caples Co., Chicago.

• Tidy House Products Corp., Shenandoah, Iowa, appoints Guild, Bascom & Bonfigli, San Francisco, and Buchanan-Thomas Adv. Co., Omaha, to handle creative and contact work, respectively, for its $1 million account, resigned by Earle Ludgin & Co., Chicago.

## • Also in advertising

• Chicago Federated Adv. Club has launched its 17th annual advertising awards competition for clients, agencies, media and suppliers, with April 24 as the deadline for entries.

The winners will be announced at an awards dinner May 27, according to Thomas G. Johnston, creative director of McCann-Erickson and CFAC awards committee chairman. Some 12,000 entry blanks have been mailed out to 4,000 prospective contestants.

• Gordon & Hempstead, Chicago-based agency, announces the opening of an office in Los Angeles with James Patte as vice president in charge of west coast operations. Other members of the Los Angeles branch are J. Edward Carraher, formerly head of the Gower Adv. Agency, L.A.; Patti Brainard, previously in media and publicity with Walter McCrerry agency, L.A., and Sandra Schiffman, previously with Stiller-Hunt agency, Beverly Hills. Office address is 3460 Wilshire Blvd. in the Tishman Bldg.

• Walker Saussy Adv. Inc., New Orleans, has opened a Los Angeles office with the purchase of Robert F. Anderson Adv. Co. there. Mr. Anderson becomes vice president in charge of the office. Address: 6363 Wilshire Blvd. Telephone: Olive 3-8120.

• Advertising Managers Organization (membership limited to ad managers and executives in firms buying advertising), Los Angeles, wishes to exchange information and correlate organizational experiences with similar clubs. Address for response and inquiries: Les Worden, The Knox Co., 1400 Cahuenga Blvd., Los Angeles 28.

## ACTIVITY

### HOW PEOPLE SPEND THEIR TIME

There were 126,564,000 people in the U.S. over 12 years of age during the week March 20-26. They spent:

| | |
|---|---|
| 2,074.0 million hours | Watching Television |
| 1,190.4 million hours | Listening to Radio |
| 486.4 million hours | Reading Newspapers |
| 213.5 million hours | Reading Magazines |
| 404.9 million hours | Watching Movies on Tv |
| 132.2 million hours | Attending Movies |

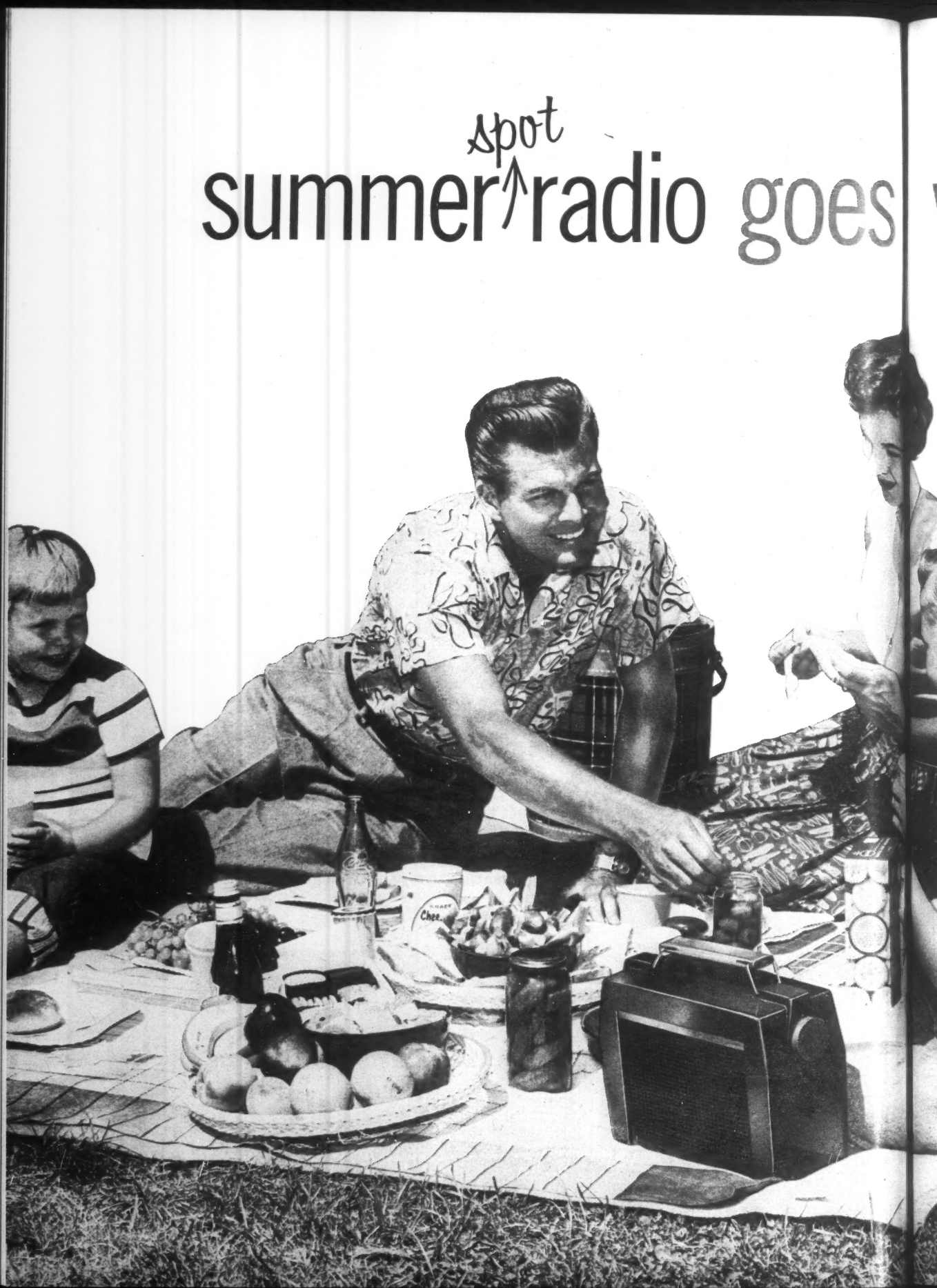
These totals compiled by Sindlinger & Co., Ridley Park, Pa., and published exclusively by BROADCASTING each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's weekly "Activity" report, from which these figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audiences between each specific medium. Tabulations are available from Sindlinger & Co. within two to seven days of the interviewing week.

**SINDLINGER'S SET COUNT:** As of March 1, Sindlinger data shows: (1) 114,011,000 people over 12 years of age have access to tv (90.1% of the people in that age group); (2) 44,558,000 households with tv; (3) 49,201,000 tv sets in use in the U.S.

* Figures published last week. New data was unavailable because of clerical difficulties.

(Copyright 1959 Sindlinger & Co.)

RADIO CITY
Great Albums of Music
Great Albums of Music
WVNJ
620
WVNJ
Nothing else like it
in Greater New York
IN PROGRAMMING: The voice of WVNJ is unique. It's the only radio station in the entire Metropolitan New York area that plays just Great Albums of Music from sign on to sign off — 365 days a year.
IN AUDIENCE: So different, too. So largely adult — so able to buy — so able to persuade others to buy. And in Essex County alone (pop. 983,000) WVNJ dominates in audience — in quality of audience — and in prestige.
IN VALUE: It delivers the greater New York audience for less than 31c per thousand homes — by far the lowest cost of any radio station in the market.
RADIO STATION OF The Newark News
national rep: Broadcast Time Sales • New York, N. Y. • MU 4-6740
WVNJ
Newark, N. J.—covering New York and New Jersey


spot
summer radio goes

# es where the family goes

SPOT RADIO is the most effective summer medium you can use because Radio goes where the family goes.

Reach people—wherever they are, at home or on vacation—with SPOT RADIO.

SPONSORED BY MEMBER FIRMS OF

SRA

Avery-Knodel Inc. — John Blair & Company — Broadcast Time Sales
Thomas F. Clark Co. Inc. — Harry E. Cummings — Robert E. Eastman & Co. Inc.
H-R Representatives Inc. — The Katz Agency Inc. — McGavren-Quinn Company
The Meeker Company Inc. — Art Moore Associates Inc. — Richard O'Connell Inc.
Peters, Griffin, Woodward, Inc. — William J. Reilly Inc.
Radio-TV Representatives Inc. — Weed Radio Corporation — Adam Young Inc.

# Sell Flint

## home of great '59's... set for a record '59

Two great cars for '59, BUICK and CHEVROLET, mean great things right now for this World's largest General Motors plant city. They're made in Flint . . . and backed-up by AC Spark Plug, Fisher Body, and Ternstedt . . . all going full speed. Sell this big, rich market . . . and all of Northeast Michigan, too . . . on W F D F.

N B C Affiliate . . . 910 on the dial

Represented nationally by

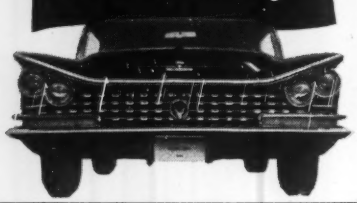
the KATZ AGENCY

WFDF

DIAL 910

5KW

For Flint And Northeast Michigan






# CBS STOCKHOLDERS' MEETING

## Stanton offers first-quarter figures confirming prediction of record year

CBS Inc.'s first quarter of 1959 was the best in its 31-year history in terms of both sales and earnings and the company expects this year to be even better than 1958, when CBS reached record highs despite the recession, President Frank Stanton reported last week.

Speaking at the annual meeting of CBS stockholders last Wednesday (April 15), Dr. Stanton said he thought it "proper to say to you that the affairs of your company are in good order at this time; the corporation is doing very well. We see a promising 1959—and most of our earlier estimates are being supported by the evidence of the first quarter."

His report was similar to the one he presented to the New York Society of Security Analysts last month, treating the position of each operating division individually (BROADCASTING, April 6), but updated by first-quarter figures.

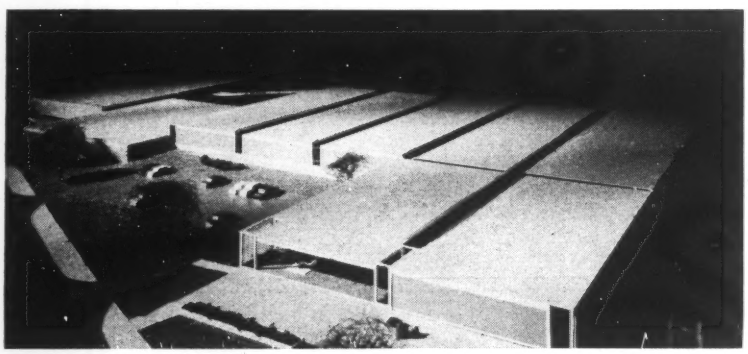
**Tv Network Up** • He said the CBS-TV Network Division, biggest in sales and earnings, had higher earnings in the first quarter this year than last and that advertisers are showing "an earlier and more active interest than usual." The CBS-TV Stations Div. "is doing very well; it had an excellent 1958 and should have an even better 1959." The CBS Radio Div. was "profitable in 1958 and will be so again in 1959"; while the radio network lost money in 1958. He said the new Program Consolidation Plan already has boosted audience by 29%. Columbia Records Div. "is doing very well indeed," with first-quarter sales and earnings "substantially ahead" of the same 1958 period.

Dr. Stanton revealed that the CBS-Hytron Div., CBS Inc.'s manufacturing arm, will get a new name on July 1—CBS Electronics—and a new home for its semiconductor operations next spring. He said a $5 million expansion of these operations had been authorized, including a new plant to be built in Lowell, Mass., which is slated for occupancy next April (see sketch below). CBS-Hytron's first quarter sales this year were ahead of those last year, he reported.

The CBS Labs Div. made "a modest profit" last year and is expected to be profitable again in 1959, while the CBS International Div. "continues to be a steady money-maker if not a big one," and may do "a little better" this year than last.

Through the CBS News Div., he said, "as responsible broadcasters we are continually expanding our journalistic efforts to increase public understanding."

**Interruptions** • The stockholders' meeting was interrupted frequently, lengthily and often noisily by the charges and claims of Barney Young and Gloria Parker, who between them are plaintiffs in suits for some $9.6 million pending against CBS and others, and the questions of Wilma Soss—all of which have come to be standard at



**Expansion** • CBS-Hytron's $5 million semiconductor plant (model above) at Lowell, Mass., will be ready for action next April according to Dr. Stanton's report to stockholders. The new plant will increase semiconductor production five-fold and triple the number of CBS-Hytron employes.

## CBS' assets

The question of companies insuring the lives of executives came up at the CBS stockholders' meeting last week. Mrs. Wilma Soss who frequents such meetings, wanted to know whether CBS carried insurance on Dr. Frank Stanton, CBS president. Chairman William S. Paley didn't think so, although he agreed with Mrs. Soss that Dr. Stanton "is one of our assets." Ralph Colin, a board member, joined the colloquy to observe that "I don't think there is any amount of insurance we could buy that would insure us against the loss of Dr. Stanton." A stockholder brought the discussion to a close by standing up and offering the services of his office. "I'm in the insurance business," he said.

such stockholders' meetings.

The Young-Parker fireworks were directed, as usual, primarily against CBS' relationship with BMI and included at one point an "offer" of $3 million by Mr. Young for CBS' BMI stock—which CBS had already sold back to BMI for $35,000 (BROADCASTING, April 13).

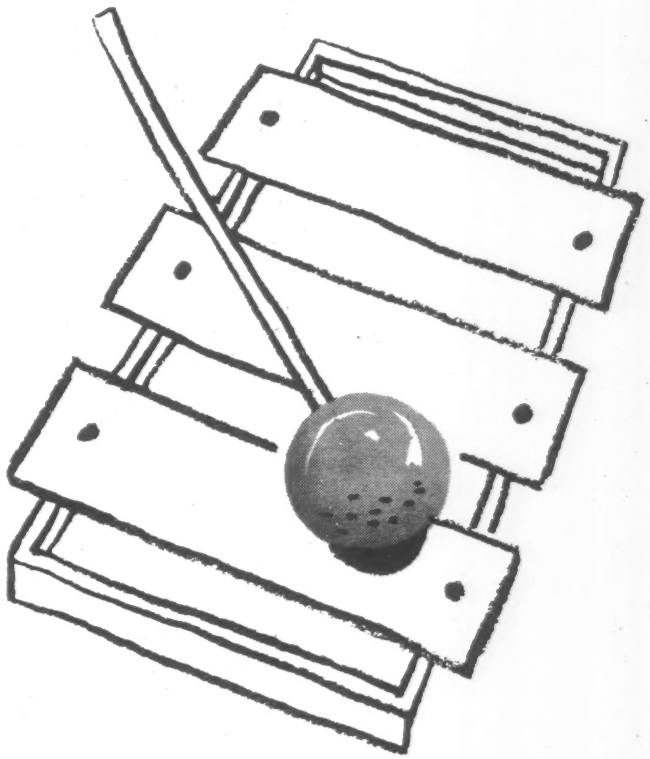
Over Mr. Young's vocal objections, CBS Chairman William S. Paley presented "some background" which contended Mr. Young and Miss Parker were present to promote their $9.6 million litigation and as part of a "program of harassment." Some years ago, he recalled, Life Music Inc., partly owned by Mr. Young, had tried to sell licenses to its music to CBS, and the network had refused because it considered the terms "exhorbitant."

**"Call Girl" Broadcast** • When Mrs. Soss, who is board chairman and president of the Federation of Women Shareholders in American Business and a familiar voice in meetings of stockholders of many corporations, asked about CBS Radio's famed "call girl" broadcast, narrated by Edward R. Murrow, Chairman Paley reiterated that it was responsibly researched by CBS News and was not an attack on big business but on an evil which CBS thought should be exposed.

Mrs. Soss also questioned CBS' payment of $200,000 to J.A.W. Iglehart, a CBS director, and his firm (W.E. Hutton & Co.) for Mr. Iglehart's services in negotiating the purchase of WCAU-AM-FM-TV by CBS Inc. The Hutton firm got $100,000 and Mr. Iglehart gets $100,000 over a 10-year period. Chairman Paley explained that customarily 2% of the sale price is paid


# WCSH-TV 6

NBC Affiliate — Portland, Maine



## Now NBC Chimes a Maine duet to the tune of 1½ billion

That's the combined effective buying income of Maine's two major markets — Portland and Bangor. And now NBC covers them best over WCSH-TV, Portland and WLBZ-TV, Bangor's new NBC outlet.

And remember you save an extra 5% when you purchase matching spot schedules on both stations.

Your Weed TV Man has the full story on both markets.

A MAINE BROADCASTING SYSTEM STATION

WCSH-TV (6)—Portland
WLBZ-TV (2)—Bangor
WCSH-Radio—Portland
WLBZ-Radio—Bangor
WRDO-Radio—Augusta

in such cases but that Mr. Iglehart and the Hutton Company agreed to take only 1% (sale price was $20 million). "We think we made a good deal with him," Mr. Paley asserted.

In response to another question, President Stanton said CBS made about $33 million on capital expenditures ($24 million for stations, $9 million for expansion of plant and equipment) in 1958, aside from expenditures for films and film rights. He estimated capital expenditures in 1959 would be $15 million.

**Actions Taken** • In between the commotions created by Young, Parker, Soss & Co., the stockholders re-elected the the management's nominees to the board of directors, amended the by-laws regarding indemnification of directors and officers, defeated a proposal for cumulative voting, and made and passed a motion congratulating Messrs. Paley and Stanton and the CBS staff members.

Directors re-elected were Messrs. Paley, Stanton and Iglehart, Henry C. Bonfig, Arthur L. Chapman, Ralph F. Colin, Louis G. Cowan, Arthur Hull Hayes, Merle S. Jones, Leon Levy, Goddard Lieberson, Robert A. Lovett, Millicent C. McIntosh and Samuel Paley.

## High income families prefer fm, WQXR finds

New research on fm, picturing the fm listener in an upper-income bracket who spends less time watching television or listening to am radio, was released last week by the WQXR Network.

The network, a lineup of 13 fm stations in major markets of upstate New York fed by microwave relay from WQXR-FM New York, also reported that a special study indicated that approximately 500,000 or 33.7% of all families in the upstate area served by the network have fm sets. These figures represent projection based on findings of The Pulse Inc. in 1,000 in-home interviews in Albany-Troy-Schenectady, Buffalo, Rochester and Syracuse.

Other research, based on returns from a questionnaire survey of 1,683 upstate subscribers to the "WQXR Monthly Program Guide," turned up these highlights, according to the network's announcement:

• Average income of adult members of these families is $8,998 a year, as against the national average of $4,800. More than 15% reported incomes above $15,000; 58.1% are in the over-$7,500 bracket.

• The bulk of fm listeners—69.5% of the 1,174 who responded—are in professional, managerial or technical occupations.

• The average respondent tuned in the WQXR Network during 5.5 "hour periods" each day, Monday through Friday, as compared with 1.3 "hour periods" of am radio listening and 1.7 "hour periods" of tv viewing.

The WQXR Network claims to be the largest in commercial fm. Except for certain locally originated programs, it carries the entire concert schedule of WQXR as well as its hourly news broadcasts from *The New York Times*, owner of WQXR-AM-FM.

## RAB summer push

"Radio will without question deliver the biggest summer audiences in its history . . . and could well best tv in number of people reached and total time spent with the medium."

This prediction comes from Albert Sindlinger, president of the all-media research firm bearing his name. It appears, with other encouraging statistics and quotes, in a "Summergram" circulated by the Radio Advertising Bureau in its summer promotion drive.

Also upcoming in RAB's hot-weather

WNEP-TV
*Selling the Scranton–Wilkes-Barre market*
SYMBOL OF SERVICE
T T C
A TRANSCONTINENT STATION

push: "A new way advertisers can merchandise their summer radio buys to their sales forces; a presentation that spells out which media lose audiences in summer, and proves that radio does not, and a multi-city series of presentations to key summer radio prospects."

## Hemorrhoid product forces Tv Code issue

A nationally advertised personal medical product has put 15-20 television stations in dutch with the NAB's Television Code Board.

In the most drastic move of its eight-year-old life, the broadcasters' code group has formally cited the stations to the full Tv Board of the NAB.

The violation involves an advertising campaign for a hemorrhoid preparation.

**Warning** • Ten days ago the Code Board wrote each of the stations involved stating that it was ready to certify them to the Tv Board for violation of the code. The stations all subscribe to the industry code.

Replies are due today (April 20). In several instances, alleged violators have already indicated they are either giving up the advertising or are resigning voluntarily from Code membership.

Others, who maintain that the Code Board is in error about this product, have the right of full hearing before the full Tv Board.

The Tv Board has the right to withdraw a station's membership in the Code and to forbid use of the Code Seal.

**On Notice** • Early this year, it was learned, all 300-odd tv stations subscribing to the Code were advised that this particular preparation was considered offensive and in violation of the provision prohibiting tv advertising of intimate personal hygiene products. Most stations which had been carrying the commercial copy dropped the account, but a hard core resisted.

The 15-20 stations in this category are scattered throughout the U.S.

Code Board members are seriously concerned with this case.

First, they have never had so many resisting their recommendations. In previous situations, where a station or two differed with the board, a resignation from the Code was voluntarily offered and accepted.

**Moral Obligation** • Second, the Code members feel they must see this thing through in order to keep faith with Code stations which voluntarily gave up this advertising account after being informed that it violated the Television Code.

What has heightened the delicacy of the situation, in the eyes of some who are familiar with the problem, is the fact that for the first time it looks as if a large number of stations may actually demand a hearing before the full Tv Board. This has not happened before.

The Tv Board is scheduled to meet April 30 in New York's Waldorf Astoria Hotel, under the chairmanship of G. Richard Shafto, executive vice president of WIS-TV Columbia, S.C. Mr. Shafto was chairman of the Code Board in 1957. The Code Board chairman is now Donald McGannon, Westinghouse Broadcasting Co.

## KCOP (TV) labor case

A petition by KCOP (TV) Los Angeles to prevent IBEW Local 45 from holding a union trial of members who crossed picket lines during the union's strike at the station last winter will be heard May 1 in Los Angeles Superior Court. Meanwhile, a temporary restraining order issued by Superior Court Judge Ellsworth Meyer remains in effect. The hearing, originally set for April 10 was postponed at request of IBEW. KCOP's complaint notes that

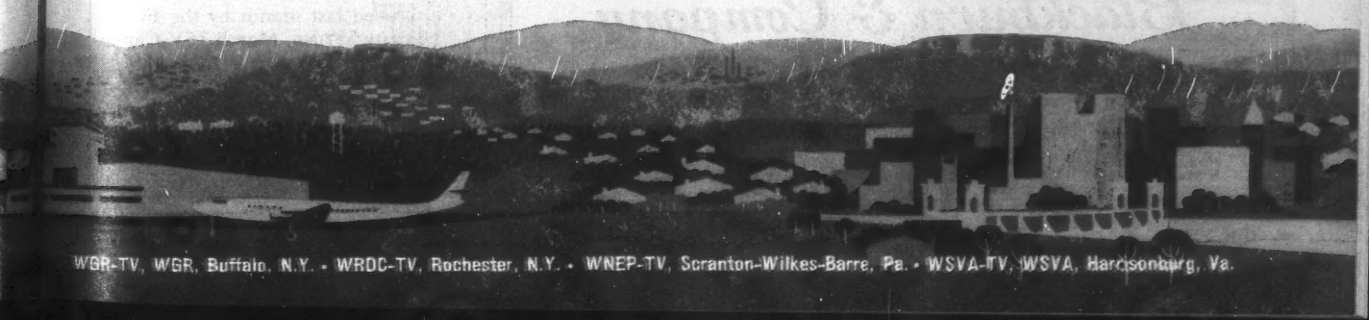

PRIME SALES TARGETS are formed by people with dollars to spend. Covering 16 counties in Northeastern Pennsylvania, WNEP-TV blankets an area populated by 1.4 million people who control $2.1 billion of effective buying income... spend $1.3 billion in retail sales.

Further, the combined metropolitan market of Scranton and Wilkes-Barre ranks as the third most important metro area in Pennsylvania. It's third in population. Third in effective buying income. Third in retail sales. And the combined Scranton-Wilkes-Barre market has a higher effective buying income *per household* than many other U. S. metropolitan areas of comparable or larger size.

Transmitting at 1 million watts...from the tallest tower...on the lowest channel...WNEP-TV now provides better service to its viewers than any other station in the market. With a 70% power boost scheduled for Spring of 1959 and new studios in the Fall, WNEP-TV becomes the most powerful station with the most modern facilities in Northeastern Pennsylvania.

For details on the best TV availabilities in this prime all-UHF market, call Avery-Knodel.

**ABC • CHANNEL 16 • SCRANTON–WILKES-BARRE**

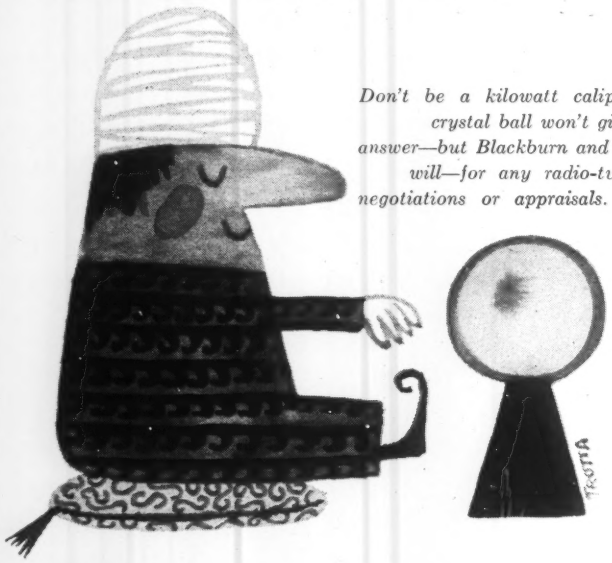


WGR-TV, WGR, Buffalo, N.Y. • WROC-TV, Rochester, N.Y. • WNEP-TV, Scranton-Wilkes-Barre, Pa. • WSVA-TV, WSVA, Harrisonburg, Va.

The very air in the PRESTO plant is washed with water pumped at 250 gallons a minute from our own private well. The technicians who inspect each PRESTO disc have been on the job for a minimum of 15 years, and have the keen eyes that insure perfection on a scale no mechanical equipment can match. Ask for PRESTO when you order. You'll always know that your discs are PRESTO-perfect.

BOGEN-PRESTO CO., Paramus, New Jersey. A Division of The Siegler Corporation.

*Since 1934 the world's most carefully made recording discs and equipment.*



*Don't be a kilowatt caliph. A crystal ball won't give you the answer—but Blackburn and Company will—for any radio-tv financing, negotiations or appraisals.*

**Blackburn & Company**

**RADIO - TV - NEWSPAPER BROKERS**

| WASHINGTON, D. C. OFFICE | MIDWEST OFFICE | SOUTHERN OFFICE | WEST COAST OFFICE |
|---|---|---|---|
| James W. Blackburn<br>Jack V. Harvey<br>Joseph M. Sitrick<br>Washington Building<br>STerling 3-4341 | H. W. Cassill<br>William B. Ryan<br>333 N. Michigan Avenue<br>Chicago, Illinois<br>Financial 6-6460 | Clifford B. Marshall<br>Stanley Whitaker<br>Healey Building<br>Atlanta, Georgia<br>JAckson 5-1576 | Colin M. Selph<br>California Bank Bldg.<br>9441 Wilshire Blvd.<br>Beverly Hills, Calif.<br>CRestview 4-2770 |

the settlement agreement with the union prohibits disciplinary action against any KCOP employe who worked during the strike.

## Changing hands

**ANNOUNCED** • *The following sales of station interests were announced last week, subject to FCC approval:*

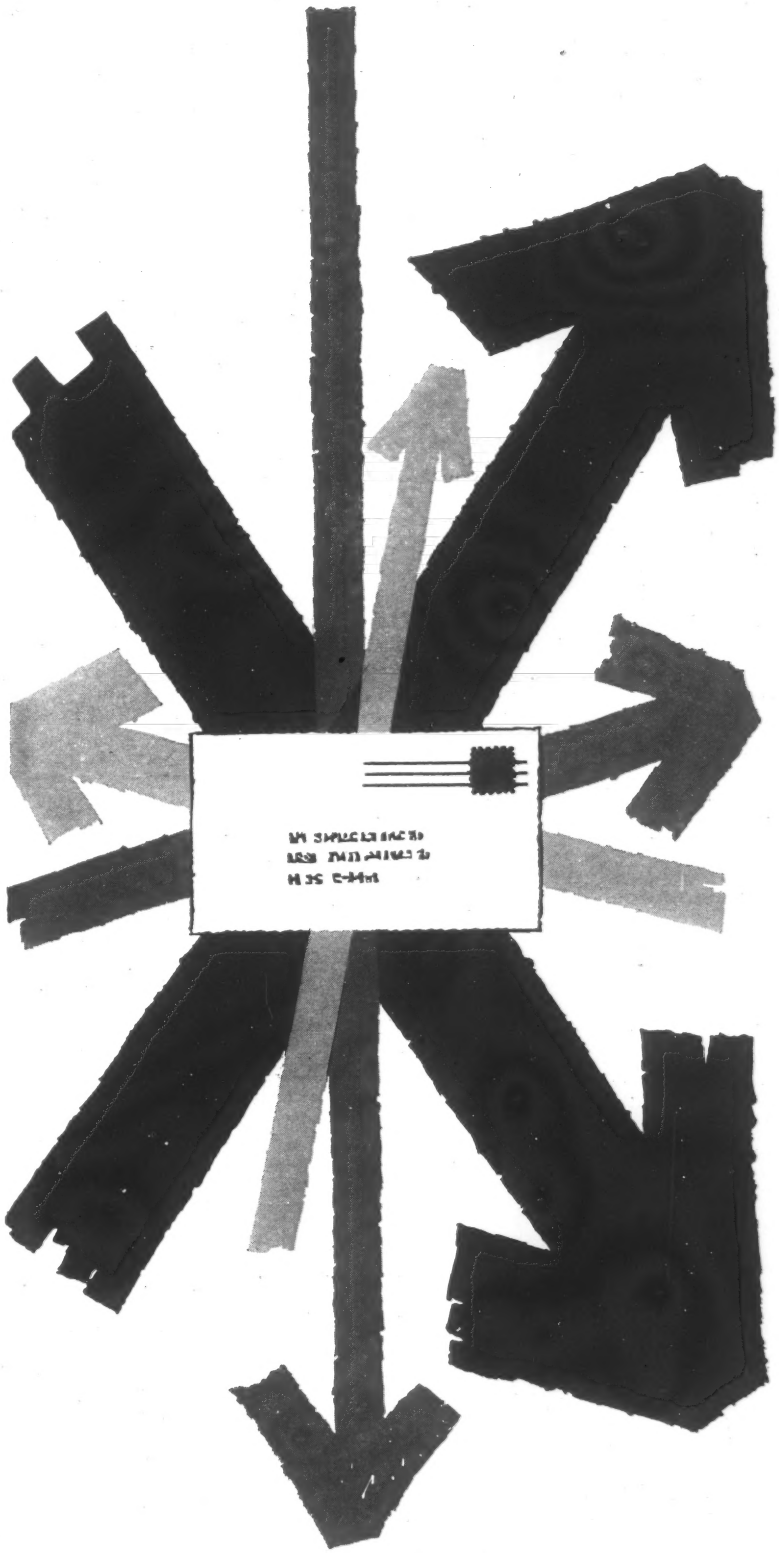
• KSON San Diego, Calif.: Sold to Kenyon Brown by Broadmoor Broadcasting Corp. for $675,000. Mr. Brown, who is buying KSON as an individual, owns 25% of KCOP (TV) Los Angeles.

KSON is on 1240 kc, with 250 watts, has a permit for an fm station on 103.7 mc with 11.5 kw.

• KMOP Tucson, Ariz.: Sold to L.B. Clayton, former Oklahoma City real estate agent, and sons Robert and Joseph Clayton, by Bambay Corp. for $140,000. Joseph Clayton was formerly with KXLJ Helena, Mont. Jack L. Stoll and Assoc. handled the sale. KMOP is on 1330 kc with 500 w, day.

• KAFY Bakersfield, KFXM San Bernardino, KWIZ Santa Ana, all California: The interests of L. Benton Pascall in KAFY and KFXM have been

**Now installed** • Frank Smith (seated), president of Captial Cities Television Corp., formally completes the acquisition of WPRO-AM-FM-TV Providence, R.I., by his firm. Walter Gibbons of Armstrong, Gibbons & Lodge, attorney for Cherry & Webb Broadcasting Co. officiated for the seller at last week's transaction. The $6.5 million sale was approved last month by the FCC (BROADCASTING, March 16). Capital Cities also owns WROW-AM-FM-WTEN (TV) Albany and WCDB (TV) Hagaman, both New York; WCDC (TV) Adams, Mass., and WDNC-AM-FM-WTVD (TV) Durham, N.C.



# COMING— THE FIRST AUTOMATIC U.S. POST OFFICE

The Post Office is out to win a race with time. They're going to keep first class mail as fresh as your morning paper.

Next-day delivery is the way they'll do it. Nationwide automated mail-handling is the method.

The strikingly modern post office recently announced for Providence, Rhode Island, will be a major step. An ITT subsidiary, Intelex Systems Incorporated, has been appointed to do the job.

### Push-Button Operation

This will be a fully-integrated automatic post office, the nation's first. Intelex will design, construct, equip and maintain it.

Machines will perform many tedious, time-consuming tasks, enabling career employees to apply their skills to more productive functions where machines cannot replace human judgment.

In minutes, Providence mail will be ready to move. Other automatic post offices are being planned to speed this mail at the end of the line. The vastly accelerated rate of mail movement will keep pace with our surging economy.

You don't just sit down and conceive an operation of this magnitude overnight. Years of experience and months of planning are required.

This is one reason why an ITT subsidiary won the assignment. ITT has been in the creative forefront of automatic processing equipment for many years.

### Experience Where It Counts

The ITT System has developed electronic computing equipment for banks, insurance companies and mail-order houses. It has created many types of document and material conveying systems for hospitals, brokerage houses, factories, government agencies.

Intelex Systems Incorporated will have full responsibility for the job. Other ITT divisions—other companies—will contribute.

When it's finished, Uncle Sam's first automatic post office will join the hundreds of ITT projects all over the world which help others to get big jobs done.

ITT

*. . . the largest American-owned world-wide electronic and telecommunication enterprise, with 101 research and manufacturing units, 14 operating companies and 130,000 employees.*

**INTERNATIONAL TELEPHONE AND TELEGRAPH CORPORATION** 67 Broad Street, New York 4, N. Y.

ITT COMPONENTS DIVISION • ITT FEDERAL DIVISION • ITT INDUSTRIAL PRODUCTS DIVISION • ITT LABORATORIES • INTELEX SYSTEMS INCORPORATED
AIRMATIC SYSTEMS CORPORATION • KELLOGG SWITCHBOARD AND SUPPLY COMPANY • ROYAL ELECTRIC CORPORATION • AMERICAN CABLE & RADIO CORPORATION • FEDERAL ELECTRIC CORPORATION • ITT COMMUNICATION SYSTEMS, INC. • INTERNATIONAL ELECTRIC CORPORATION • INTERNATIONAL STANDARD ELECTRIC CORPORATION • LABORATORIES AND MANUFACTURING PLANTS IN 20 FREE-WORLD COUNTRIES

**Planning for the d.j.'s** • Shirt sleeves marked a planning committee meeting for the Storz Stations' second annual International Radio Programming Seminar and Pop Music Disc Jockey Convention in Miami Beach May 29-31. Attending the session at Chicago's Palmer House April 12 were (l to r): Bill Stewart, Storz programming director, as convention coordinator, and the disc jockeys serving on the convention planning committee: Bob Larsen, WRIT Milwaukee; Paul Berlin, KNUZ Houston; Joe Smith, WILD Boston; Paul Cowley, WKLO Louisville; Ira Cook, KMPC Hollywood; Robin Seymour, WKMH Detroit, and Tom Edwards, WERE Cleveland. Convention agenda includes sessions on "What Next, Mr. Music Man (The Great Abdication)"; "Are Live Commercials Dead?"; "From D.J. to Management, It Is Happening"; "Too Many Releases"; "Formula Radio: Pro & Con"; "Ratings: Do We Live By Them?"; "What Is a Personality Today?"; "Station Promotion: An Evaluation"; "Big Things Happening in Smaller Markets"; "Wedding of Music & News". Other details in DATEBOOK, page 20.

exchanged with Howard L. Tullis and John P. Hearne for their interests in KWIZ, of which Mr. Pascall is executive vice president. KAFY and KFXM will belong to Messrs. Tullis (agency head) and Hearne (attorney). Mr. Pascall, who purchased the KWIZ stock of Hal Davis when he joined the outlet in February (BROADCASTING, Feb. 23) and Ernest L. Spencer, KWIZ president, will own KWIZ. KAFY is on 550 kc with 1 kw, directional. KFXM is on 590 kc with 1 kw, directional. KWIZ is on 1480 kc with 1 kw, directional.

**APPROVED** • *The following transfer of station interests was approved by the FCC last week (for other Commission activities see* FOR THE RECORD, *page 101):*

• KVAN Vancouver, Wash.: Sold to Star Broadcasting Inc. by KVAN Inc. (Sheldon F. Sackett) for $580,000. Don W. Burden, president of Star Broadcasting, and other stockholders have interests in KOIL Omaha, Neb., KMYR Denver, Colo., and KWIK Pocatello, Idaho. KVAN is on 910 kc with 1 kw, directional.

## Tv cameraman fined

Tom Mayhew, news photographer for WATE-TV Knoxville, Tenn., was found in contempt of court for taking pictures in a courtroom Thursday (April 16) during a recess. Judge J. Fred Bibb, upon returning to the courtroom following the recess, saw Mr. Mayhew operating his camera and immediately fined the photographer $50 and sentenced him to 10 days in jail. Mr. Mayhew pleaded that he did not know the Knox County court had a rule prohibiting the pictures.

## TvB schedules annual tv clinics

Television Bureau of Advertising last week released the schedule of its second annual series of tv clinics, which opens in Winston-Salem, N.C., on May 5 and ends in Salt Lake City on June 11. The clinics will be held in 16 cities, with meetings scheduled simultaneously in many localities.

Each session will be a full day in length and will cover new research material, sales techniques and promotional data. In addition, there will be three special meetings for representative salesmen only (Chicago, May 13, New York, May 26, and Los Angeles, June 3).

The schedule: Winston-Salem, N. C., May 5; Jacksonville, Fla., May 7; Dallas, May 12; Chicago, May 12; Chattanooga, May 14; Minneapolis, May 14; Syracuse, May 19; St. Louis, May 19; Cleveland, May 21; Omaha, May 21; Los Angeles, June 2; Philadelphia, June 2; San Francisco, June 4; Portland, Ore., June 9 and Salt Lake City, June 11.

## Five in broadcasting win SDX citations

CBS and its Rome correspondent, Winston Burdett, captured radio public service and reporting honors in Sigma Delta Chi's 27th annual distinguished journalism awards announced Friday (April 17).

Tv awards went to WBBM-TV Chicago for "television reporting," KNXT (TV) Los Angeles for "public service in television journalism" and to Harold R. Meier, assistant news director, KSTP-TV Minneapolis-St. Paul for television newswriting.

These were among the encomiums passed out for outstanding contributions in 15 categories of radio, tv, press and journalistic research during 1958. They were announced by Victor E. Bluedorn, national director of the journalistic awards, on the golden anniversary of the national journalistic fraternity. Plaques and medallions will be presented at the annual awards banquet in Chicago's Ambassador West Hotel May 14 by James A. Byron of WBAP-AM-FM Fort Worth, Tex., SDX national president.

**Judges** • A panel of 63 judged the nominations submitted by radio-tv stations and networks, newspapers, magazines, journalism schools, individuals, civic groups and SDX members.

Mr. Meier of KSTP-TV was cited for his tv script of Dec. 7, 1958, about the

plight of the Standing Rock Indians—a documentary type news story adjudged to be "accurate, clear, complete" and one designed to maintain audience interest. The citation lauded his "enterprise" in traveling 700 miles in four days and overcoming "many obstacles."

The citation for CBS' Mr. Burdett alluded to his description of the election of Pope John XXIII and the "consistently high quality of his other reports," embodying "the finest qualities in the unique art of radio reporting."

CBS was honored for the Unit One Project of its public affairs department, particularly its probe into juvenile delinquency (*Who Killed Michael Farmer?*). The judges' conclusion: this should prove that "responsible journalism is not 'medieval' in 'modern' radio."

**Fire Coverage** • WBBM-TV was cited for "brilliant" coverage of the Chicago school fire that killed 90 children Dec. 1, "a classic example of swift, dramatic and tasteful handling of a disaster story." The use of "resourceful and imaginative reporting techniques," according to the citation, was in "keeping with the highest professional standards of television journalism."

KNXT won its citation for a "penetrating reportorial analysis of a controversial issue," capital punishment as shown in *Thou Shalt Not Kill*. The station was praised for "unselfish and public spirited motives," for objectivity in presenting both sides and for a "commendable experiment in television editorializing."

## Inter-American Bar hears Canon 35 attack

Broadcasting and photographing court proceedings would improve the judicial process, a Texas Bar Assn. official said last week in an attack on the American Bar Assn.'s Canon 35.

Addressing the 11th conference of the Inter-American Bar Assn. in Miami, Homa S. Hill stated that improved equipment has eliminated all valid supports for the courtroom ban. The canon, he said, has been condemned repeatedly by courts as discriminatory and more harmful than beneficial to the public interest.

Mr. Hill, chairman of the TBA information committee, asked that radio-tv coverage of trials be left up to individual judges. "The courts do not belong to the lawyers but are institutions of, by and for the people," he said. ". . . Photographing and broadcasting of court proceedings would improve the testimony of witnesses and aid in the arrival at justice and truth; educate the public, and reveal to the public those who are good trial judges while bad judges would be exposed. . . ."

He cited Oregon and Oklahoma su-


"Uncle Eddy"
MEATH

Starts Rochester Listeners off with a Morning Smile that lasts all day !

"Musical Clock"

6:00 to 9:30 A.M. MONDAYS thru SATURDAYS

He's not a comedian, not a wise-cracker, not the frantic D. J. type of guy.—Just a likeable, happy, warm-hearted young man who has an almost magical ability to make folks face each day with a smile on their face—and a song in their heart. His ten-year ratings never have been, nor ever will be, topped in Rochester!

Ed is a master of the "soft sell" that's extremely hard to resist. Availabilities on his show don't crop up very often, but you're welcome to join our waiting list. Write or phone!

WHEC

BASIC CBS
AM-TV
ROCHESTER

Member GANNETT RADIO-TV GROUP

REPRESENTATIVES: EVERETT McKINNEY, INC.
NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

preme court decisions upholding radio-tv's rights to the courtroom and recent advancements of the electronic media in coverage of judicial proceedings.

## ASNE retreats; lifts ban on Castro speech

An old champion of freedom-of-access to news events was momentarily caught with its pants down last week—but recovered in time to make a full and hasty retreat.

The American Society of Newspaper Editors originally ruled that radio-tv coverage of Cuban Prime Minister Fidel Castro's speech Friday (April 17) before ASNE in Washington would not be permitted. There followed immediate cries of anguish from the electronics media, including NAB President Harold Fellows and NBC Newsman Julian Goodman, president of the Radio-Tv Correspondents Assn.

Following the outcry, ASNE Thursday announced that pooled radio-tv coverage would be permitted. A few hours later, all restrictions were removed for film coverage with all tv networks allowed to bring their own equipment. Live broadcasts remained taboo.

## 13% decline for WJR

Radio broadcasting revenues declined 13% in 1958, John F. Patt, president of WJR The Goodwill Station Inc., has reported in the annual report for WJR Detroit and WJRT (TV) Flint, Mich.

Mr. Patt also said that WJRT took in $170,000 in 2½ months of operation (it went on the air Oct. 12, 1958), although it was carried as a $325,189.88 loss on the company's books. The sag in radio revenues was attributed to business recession and work stoppages in the area.

Total operating revenues for the company in 1958 were $3,275,315.49, compared with 1957's $3,573,037.81. Net profit after taxes was $271,983.83 (45 cents per share on 600,614 shares outstanding), compared with 1957's $495,681 (82 cents per share).

The company reported total assets of $3,811,852.27, with total current liabilities of $397,434.26 and retained earnings (less amount transferred to capital incident to the stock dividend) of $1,671,485.14.

## CBS Radio fills out its Michigan coverage

CBS Radio scored last week by signing six new affiliates in Michigan, including one to replace its loss in Detroit and numbering among the total four former independents in the Knorr and Stevens-Wismer ownership groups.

Knorr's WKMH Dearborn, 5 kw independent (1310 kc) with studios in Detroit as well as Dearborn, will become the Detroit outlet on May 24. It will replace 50 kw WJR Detroit, which gave notice last winter that it would leave CBS Radio because of dissatisfaction with the network's new Program Consolidation Plan (PCP) (BROADCASTING, Nov. 24, 1958).

Arthur Hull Hayes, president of CBS Radio, announced the six signings. In addition to WKMH, whose managing

## Tv trims newspapers' auto lead

The three largest national advertisers in newspapers in 1958—General Motors Corp., The Ford Motor Co. and The Chrysler Corp.—cut their budgets by an average 36% in that medium in 1958, according to a report issued last week by Media Records and the Bureau of Advertising. American Newspaper Publishers Assn.

By comparison, the "big three" of the automotive industry increased their investment in network and spot tv by an average 8%, according to figures supplied by the Television Bureau of Advertising. It was pointed out that the average total showed an increase because General Motors upped its tv investment by about 60% (from $14.3 million in 1957 to $22.1 million in 1958), while Chrysler cut back by about 20% (from $19.5 million to $14.7 million) and Ford reduced its tv allocation by about 17% ($16.4 million to $13.6 million). These figures are gross time charges only and do not reflect production costs, which raise the investment in tv by at least 50%, while newspaper production costs are estimated to raise expenditures less than 10%.

General Motors' newspaper outlay in 1958 dipped to $34,603,336 from $52,390,306; Ford slipped to $20,000,024 from $31,533,144 and Chrysler Corp. declined to $16,049,691 from $26,144,287. Automotive advertising as a whole, the bureau noted, dropped by 20.2% to $159,227,000 from $199,578,000.

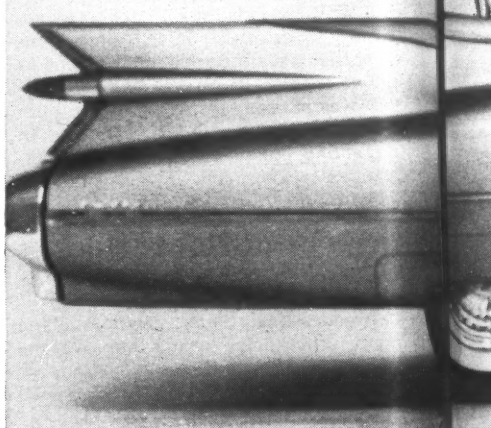
National advertising in newspapers generally was reported to have declined by 5.1% in 1958 from 1957—from $757,401,000 to $719,049,000.


**What if you're out to reach the cotton pickin' set?**

Is your market regional? Coverage is easier when your show is on film. Every station in the land is equipped to handle it . . . and you know your message comes through the way you want it to!

Actually, film does three things for you . . . 3 big important things:

1. Gives you the high-polish commercials you've come to expect . . . fluff-free . . . sure
2. Gives you coverage with full pre-test opportunities
3. Retains residual values



For more information write:

Motion Picture Film Department
**EASTMAN KODAK COMPANY**
**Rochester 4, N. Y.**

***East Coast Division***
342 Madison Ave.
New York 17, N. Y.

***Midwest Division***
130 East Randolph Drive
Chicago, Ill.

***West Coast Division***
6706 Santa Monica Blvd.
Hollywood 38, Calif.

or

**W. J. German, Inc.**
Agents for the sale and distribution of Eastman Professional Motion Picture Films
Fort Lee, N. J.; Chicago, Ill.; Hollywood, Calif.

**Always shoot it on EASTMAN FILM . . . You'll be glad you did!**

**CBS Radio in Michigan** • Five of the six new affiliates which signed with CBS Radio last week (see accompanying story) are represented here. Seated is Fred A. Knorr (WKMH Dearborn, WKMF Flint, WKHM Jackson). Standing (l to r): John Wismer (WHLS Port Huron and WLEW Bad Axe); John Carroll, managing director of WKMH; John Sitta, vice president of Knorr Broadcasting Co., and William A. Schudt Jr., CBS Radio vice president in charge of affiliate relations.

director is John J. Carroll, Mr. Hayes said the five others also will join CBS Radio on May 24:

WKMF Flint, also a Knorr station and currently independent, on 1470 kc with 5 kw day and 1 kw night, with Fred A. Knorr as president and W. Eldon Garner as managing director;

WKHM Jackson, Knorr station currently with Mutual, on 970 kc with 1 kw, with Mr. Knorr as president and Walter Patterson as general manager;

WSGW Saginaw, one of the J.L. Booth stations, now a Mutual affiliate, on 790 kc with 1 kw and headed by John L. Booth as president and Robert W. Phillips as vice president and general manager;

WHLS Port Huron, independent station and in the Stevens-Wismer group, on 1450 kc with 250 w, with John F. Wismer as general manager;

WLEW Bad Axe, another Stevens-Wismer independent, on 1340 kc with 250 w, also with John F. Wismer as general manager.

CBS Radio authorities said there was no overlapping service among the six stations, but that "they fit together like a glove."

## • Media reports

• KGON Portland, Ore., affiliated with MBS, last Wednesday (April 15). KGON, which operates with 10 kw on 1520 kc, is owned by Clackamas Broadcasters Inc., of which R.J. Hartke is president.

Charles W. Godwin, Mutual vice president for stations, reported that KGON was part of a group of 17 stations which have been seeking MBS affiliation over the past seven weeks.

• KATR Corpus Christi, Tex., joined Mutual April 9. KATR, formerly an independent station, is owned by Broadcasters Inc., of which Glenn Alexander is president and William L. Lightfoot is general manager.

• KCBQ San Diego, 5 kw-D, 1 kw-N, has increased power to 50 kw-D, 5 kw-N on 1170 kc.

• Both CBC radio and CBC-TV, Toronto, Ont., shared network honors with NBC and NBC-TV for "outstanding leadership" in the National Safety Council's 1958 public interest safety awards announced April 13. They were cited along with 145 radio and 35 tv stations, plus four syndicators and the Triangle radio-tv properties as a group, becoming eligible for the Alfred P. Sloan highway safety awards later this year. The April 13 BROADCASTING inadvertently named CBS radio and CBS-TV as network winners.

• WRNL-AM-FM Richmond, Va., started using their new transmitting facilities April 12. WRNL is on 910 kc with 5 kw. WRNL duplicates its programs on 102.1 mc with 50 kw.

• KOBY San Francisco has signed a 2½-year contract (retroactive to Jan. 1) with the National Assn. of Broadcast Engineers & Technicians.

KOBY, which operates its transmitter by remote control, guarantees jobs to the eight engineers it now employs, but gives them a maximum 2½-hour shift on the air; a 14-hour turn-around; five-day work week; four weeks' vacation after three years' seniority; seven days' sick leave, and a starting salary of $147.50 weekly. The salary is raised to $177.50 after one-year seniority. A 2½% union pension starts July 1, going up to 5% on Jan. 1, 1960.

Announcers, also with NABET, are on the same salary and conditions except the 2½-hour work shift limit.

• American Broadcasting - Paramount Theatres' board of directors announced a second quarterly dividend of 25 cents per share on outstanding common stock and 25 cents per share on outstanding preferred stock of the corporation, payable June 15, 1959, to holders of record on May 22, 1959.

## • Rep appointments

• WHKK Akron, Ohio, announces appointment of Forjoe & Co., effective May 1.

• KYES Roseburg, Ore., names John E. Pearson Co. as representative. KYES also is represented by H.S. Jacobsen, Portland, and William Wagner & Assoc., Seattle.

• WKBZ Muskegon, Mich., appoints Daren F. McGavren Co., N.Y.

• WFEA Manchester, N.H., names Foster & Creed, Boston, as Boston representative.

• WMEX Boston and WPGC-AM-FM Washington both name Adam Young, N.Y.

• WRVA Richmond, Va., appoints Peters, Griffin, Woodward Inc., effective July 1.

• KWOW Pomona, Calif., appoints B-N-B as West Coast representative.

• WBOF Norfolk and WQIK Jacksonville have appointed Forjoe & Co., N.Y.

• Seattle, Portland & Spokane Radio Group (KJR, KXL and KNEW respectively) has appointed Robert E. Eastman & Co. as its representative effective May 1. Lester M. Smith, general manager of the group, said emphasis will be on presenting the three stations as a group-buy known as "The Northwest Nugget."

# FCC READIES TV ALLOCATIONS PLAN

## Asks Congress to delay action until military reveals its mind

The FCC has agreed on a statement on television allocations which, its members feel, may be good enough to submit to Congress.

The document is in the form of a 1½-2 hour presentation, complete with slides and charts, and is a review of the allocations problem and various alternatives.

Its basic position is that no definitive action can be taken until the outcome of present consultations with the military services is known.

**Target Date** • This, it is hoped, will be evident in two or three months.

If successful in swapping frequencies with government agencies and thus securing additional vhf space for tv, the FCC feels ideal solution will obviously be an all-vhf allocation.

Thinking seems to have jelled on a 50-channel vhf tv service as the most desirable alternative. This would provide five channels to the top 100 markets accommodating the present three networks, an educational station and an independent or fourth network (CLOSED CIRCUIT, April 13).

There is agreement that a 12-vhf channel system under present standards cannot be maintained to meet the obligation for a nationwide, competitive tv service.

The position of a majority also is that an all uhf service would require a deprivation of service to rural and exurban viewers which is too high a price to pay.

**Status Quo Out** • There is also agreement, it is understood, that the present intermixed service cannot be justified —although some commissioners see uhf being used for ancillary services to extend and fill in vhf service (BROADCASTING, April 6).

There is an indication also that legislation is required to authorize the FCC to set standards for tv receivers. This would enable the Commission to require that all tv sets can receive all channels.

As an interim measure there appears to be strong sentiment to resolve problem areas by adding additional vhf channels where possible, even though some derogation of mileage separation may be involved.

It was emphasized that this compromise with separation standards would be temporary.

Such moves would be permitted only on a case-by-case basis, it was stressed.

**Uncertain Calendar** • Exactly when this document is to be presented to the Senate Commerce Committee is not yet decided. There had been a tentative date of April 19 for this report, but this was dropped. There is hope both at the FCC and on Capitol Hill that a meeting before the end of April may be arranged.

Some doubts were expressed, however, whether this schedule can be met. The Senate committee is already committed to April 28-29 hearings on international telecommunications carrier merger legislation and has the politically delicate job of holding hearings on President Eisenhower's nomination of Rear Admiral Lewis L. Strauss as Secretary of Commerce. This date has not yet been set.

It was also pointed out that FCC Chairman John C. Doerfer is tentatively scheduled to lead a U.S. delegation to Tokyo to confer on a possible cable between Japan and the U.S. This is due to commence May 4 (CLOSED CIRCUIT, April 6).

## Lodge raps Norton shoehorn plan

A television network engineering executive has told Dr. Kenneth A. Norton, Bureau of Standards radio propagation scientist, that he doesn't know what he's talking about.

The blunt charge came from William B. Lodge, CBS Television affiliate relations and engineering vice president. It was in response to Dr. Norton's March 27 letter to FCC Chairman John C. Doerfer recommending that mileage separations for tv stations be reduced to 100 miles or less (BROADCASTING, April 6).

Writing April 13, Mr. Lodge insisted that Dr. Norton's suggestions for a tv allocation are oversimplified since they take into account only technical considerations, whereas many other principles also must be weighed, including economic, social and political factors.

The allocation philosophy proposed is "impractical, unwise and contrary to the public interest," Mr. Lodge wrote.

"Inadequate" knowledge of economics and programming as well as some "unanticipated" practical problems in uhf reception is the cause of the present intermixed vhf-uhf situation, Mr. Lodge pointed out.

Mr. Lodge expressed serious disagreement with Dr. Norton's recommendation that loss of service to rural areas would have to be borne because most people are in metropolitan cities.

This attitude not only discriminates against the rural population, Mr. Lodge contended, but it "indicates ignorance as to the extent of television viewing at 50-to-100 mile distances from the nearest station."

The Norton suggestion for reducing mileage separations would mean cutting the service area per station to less than half, Mr. Lodge said.

A station's very survival would be at stake, Mr. Lodge stated. He questioned the extent to which advertisers would place programs on reduced-coverage stations. He also maintained that distant viewers would suffer loss of multiple services —which they now receive—and in some cases might lose all such big city service.

Mr. Lodge also questioned the correctness of Dr. Norton's complaints regarding the report of the Television Allocations Study Organization and particularly his attack on the integrity of industry engineers. Mr. Lodge concluded:

"I believe that your disagreement on three details in the TASO report, regardless of how resolved, raises no question as to the value of the report in the FCC's allocation studies. I regret that you felt justified in criticizing the objectivity of industry engineers when their judgment did not coincide with yours. And, most of all, I question your wisdom in proposing a general allocation philosophy because of the many non-technical matters involved, which are beyond your field of expertness."

# FCC REVERSES BOOSTER FIELD

## Small-town tv made legit as legislation requested; catv rules also proposed

The FCC last week officially legitimized on-channel boosters—a natural offspring of television paternity.

It also maintained a long-standing determination that community antenna systems do not fall under its aegis. It recommended, however, two congressional actions to make catv operations more palatable to broadcasters.

One would require antenna systems to secure permission from a station to pick up and relay its signals to catv subscribers.

The other would require a catv system to carry the local station if so requested by the station.

In the special report and order issued last Tuesday, the FCC completely reversed a five year determination that on-channel, vhf boosters were illegal and in violation of the Communications Act. It agreed to accept responsibility for licensing these auxiliary tv services.

**Legislation Asked** • The Commission asked for legislation on two amendments to the Communications Act to permit it to assume this jurisdiction:

• Revision of Sec. 318 which requires an operator to be in attendance at a broadcast station (boosters are unattended).

• Revision of Sec. 319 which forbids the issuance of a license to anyone who has built a broadcast station before the granting of a permit (boosters—and there are an estimated 1,000 of them —began operating as far back as 1954).

This necessary legislation was introduced last Thursday by Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee.

The FCC also made it plain that repeaters must be prohibited from broadcasting on chs. 4 or 5, since these frequencies are too near the wavelengths used by aviation beacons.

It also suggested other standards to require frequency stability and some sort of cutoff device, as well as requiring transmission on a channel other than that received, maximum power of one watt, and the consent of the station whose signals are being rebroadcast.

**Pending Action** • Pending congressional action which will give it authority to assert jurisdiction, the Commission told the unlicensed boosters that they have until Sept. 30 to conform to any regulations propounded. Previously there was a June 30 cutoff on booster operation.

The Commission's reversal was attributed to heavy pressures from Congress—particularly from congressmen and senators representing Northwest states. Most of the estimated 1,000 boosters are in the Northwest.

On-channel boosters came into operation in 1954. They were ordered to cease and desist by the FCC, but the small, individualistic, group-owned repeaters refused to bow to the Washington authorities. In 1956 the FCC instituted a court suit to force a Bridgewater, Wash., booster to close. The court in 1957 upheld the FCC's right to act, but remanded the matter because the Commission had not weighed all elements of this type of operation.

**Fruitless Order** • In June 1957, the Commission issued the first of what became obviously fruitless orders for boosters to go out of business. After Colorado Gov. Edwin Johnson (former chairman of the Senate Commerce Committee) intervened, the Commission reconsidered and ordered a new study.

In December 1958, the FCC again issued a ban on boosters, but in February of this year, following outcries by repeater operators and their state and federal representatives, it again rescinded the order to permit further consideration.

Last week's order was the outcome.

Even before the Bridgewater, Wash., court test, the FCC established a translator service as a method of accomplishing what the boosters provided—the rebroadcast of big city tv station programs. Translators pick up big city tv signals and rebroadcast them in the upper end of the uhf band.

### Under FCC's wing

Chairman Warren Magnuson (D-Wash.) of the Senate Commerce Committee announced last week that he would "immediately introduce" amendments to the Communications Act placing boosters under the FCC's jurisdiction, as recommended by the Commission (BROADCASTING, April 13).

The senator plans to introduce at the same time FCC recommendations placing CATV systems under its jurisdiction. He said hearings will be held on the measures by the Communications Subcommittee, headed by Sen. John Pastore (D-R.I.).

The pressures on the FCC to authorize the booster service also came from the Senate Commerce Committee. Earlier this year, Kenneth Cox, special tv counsel to the committee, issued a special report on small town tv. In it he urged the FCC to find some way of approving the operation of tv repeater-boosters (BROADCASTING, Jan. 12).

**Added Data** • In its report, the Commission said that it has received additional field data recently which indicate that under certain conditions vhf repeaters may be operated with less actual interference to broadcast stations and other services than had been previously calculated.

In its discussion of the community antenna problem, the FCC maintained its position that it does not have jurisdiction over this type of auxiliary service.

Besides announcing that it would recommend congressional legislation to force catv systems to secure permission before picking up and relaying (via cable) a station's signals, and to force these wire systems to carry a local station when requested without degrading its signal, the Commission said it would resume processing applications for private common carriers seeking to carry big city tv to distant catv operators. It was this last practice which led in 1958 to a complaint by a group of broadcasters.

Broadcasters contended that catv systems were abrogating the table of assignments by bringing in distant tv stations far from their natural coverage area. This, they claimed, was compounded when the Commission permitted microwave relays to be established to feed catv operators with even more distant tv programs—in some cases over 300 miles away.

The Commission denied that petition last year, and again last week affirmed this view. The FCC's position is that catv systems are private wire lines and thus it has no jurisdiction over such operations. It also held that applications for private microwave relays cannot be denied because they bring tv signals to catv systems, since they are technically available for use by any customer.

The FCC expressed the view that the requirement that permission be gained from stations whose signals are being picked up will take care of the property rights question. Some broadcasters have argued that antenna systems were violating broadcaster's property rights in program material broadcast by the "home" station.

The order was adopted by all commissioners except Comrs. Rosel H. Hyde and Robert E. Lee, who were

absent. Comr. Robert T. Bartley concurred in the order, except for those portions which agreed to permit boosters to operate in the vhf portion of the spectrum. He said he felt the Commission should force repeaters to use uhf wavelengths, over a "reasonable" transition period.

## Senate again passes etv subsidy measure

For the second time within a year, the Senate has approved and sent to the House a bill authorizing a federal grant of $1 million to each state for educational tv. The same measure, which was introduced early in 1957, died in the House last summer during the last-minute rush for congressional adjournment.

The new measure, S 12, was passed by the Senate last Monday (April 13) over the objections of the Senate minority leader, Budget Bureau and the Department of Health, Education & Welfare, which will have the responsibility of administering the funds. S 12 was introduced by Sens. Warren Magnuson (D-Wash.) and Andrew Schoeppel (R-Kan.), chairman and ranking minority member, respectively, of the Senate Commerce Committee.

Commerce Committee hearings were held on the measure in January (BROADCASTING, Feb. 2) and both arms of Congress held etv hearings a year ago. In speaking for the bill last week, Sen. Magnuson said the legislation is intended to expedite and accelerate the use of tv in schools. "S 12 is a modest and somewhat simple proposal with a tremendous impact on the general public," he said.

**Maximum Cost** • The bill could cost the government a maximum of $51 million with the District of Columbia also eligible for aid. The money would be earmarked for "acquisition and improvement" of transmitting and studio equipment with its use for building construction and programming prohibited.

In addition to Sen. Magnuson, Sens. Schoeppel, Ralph Yarborough (D-Tex.) and Norris Cotton (R-N.H.) urged the passage of the bill during Senate debate. Speaking against the bill were Sens. Everett Dirksen (R-Ill.) and John J. Williams (R-Del.). Their opposition was based on budgetary reasons and the HE&W objection. HE&W maintained the legislation is not needed because etv is progressing satisfactorily without federal help.

S 12 passed by a voice vote. It went to the House where it was referred to the Commerce Committee, which has several similar bills pending.

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ABC
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in the Beaumont-Port Arthur-Orange market. It's 88th* in the Nation, 4th* in Texas in service station sales. And KFDM-TV covers this entire market of prosperous Texas drivers. For gasoline sales, buy KFDM-TV
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BEAUMONT
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*S. M. Survey of Buying Power, 1958

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# CH. 10; A THRICE-TOLD TALE

## Mack trial rehashes Miami story, as same witnesses play back testimony

The government's criminal conspiracy trial against former FCC Comr. Richard A. Mack and his longtime friend Thurman A. Whiteside last week proved to be just another version of earlier sessions on the Miami ch. 10 case by the House Legislative Oversight Subcommittee and an FCC examiner's later rehearing of the court-remanded case. The cast of witnesses was almost the same.

**On the Stand** • Last week's witnesses included George Baker, National Airlines president; Circuit Judge Robert H. Anderson of Miami, former partner in the law firm serving as general counsel for National Airlines, which through a subsidiary was awarded ch. 10 in 1957; Paul R. Scott, a member of the successor law firm and who has handled the airline's legal affairs 16-17 years; John L. Fitzgerald, FCC general counsel; Leland Boardman, special FBI agent; and Frances Kreeger, former secretary to Mr. Mack during his tenure at the FCC from 1955 to 1958.

Mr. Baker gave essentially the same testimony as at the House and FCC hearings. So did Judge Anderson and Mr. Scott. Mr. Fitzgerald interpreted documents showing various FCC actions in the original ch. 10 case. Mrs. Kreeger talked about phone calls and visits to Mr. Mack's office at the FCC. Mr. Boardman described the history of a surreptitious wire recording made by two House Oversight investigators in an interview with Mr. Mack in January 1958.

Testimony was interrupted by numerous objections by defense counsel, mostly overruled, and often by government counsel, usually sustained.

The defense held the 4-1-1 FCC vote in February 1957 for National Airlines' Public Service Tv Inc. indicated Mr. Mack's vote was not needed. Arthur Hilland in his opening statement to the jury depicted Mr. Whiteside as a "kind and generous" man and Mr. Mack as an honest one and said none of the government charges will be proved. Mr. Cunningham, in his opening talk, said he will prove Messrs. Mack and Whiteside conspired to obtain the award for PST, with Mr. Whiteside making personal and financial inducements and Mr. Mack accepting them.

**Official Lineup** • The defense last week submitted subpoenas for all FCC members except Comr. John S. Cross. Others: former Comr. Edward M. Webster; Warren E. Baker, former FCC general counsel; John Harrington, FCC attorney; Scott Peek, aide to Sen. George A. Smathers (D-Fla.), and Ralph R. Roberts, clerk of the House of Representatives. (The House last week passed a resolution to allow Mr. Roberts to appear, but without House documents unless their relevancy is indicated by the judges.)

The government has said it will call a total of 37 witnesses (BROADCASTING, April 13). The case is being heard in Washington by Federal District Judge Burnita S. Matthews.

## FCC people lauded

Two employe groups and 33 individuals received superior accomplishment recognition, 41 persons got citations for adopted suggestions and nearly 1,000 people received length of service pins at the seventh annual FCC incentive awards ceremony held April 9.

Six of the seven Commissioners received length of service awards, T. A. M. Craven and Rosel H. Hyde each having 30 years of federal service to their credit. The length of service pins were given to 26 employes for 35 years service, 54 for 30 years, 249 for 20 years and 622 for 10 years.

## FAA set to take over airspace jurisdiction

Broadcasters can look for a new boss in the airspace field "within a matter of weeks," according to one source. The cat was let out of the bag last week in Las Vegas, Nev., when Lt. Gen. E. R. Quesada (USAF, ret.) administrator of the Federal Aviation Agency, announced that the FAA was drawing up papers to give it control over tall structures including radio and tv towers.

The announcement was made in a speech by Gen. Quesada at the Conference on Flight taking place at the Nevada resort.

FCC officials disclaimed any knowledge of the action—although it was learned some informal conversations had taken place between Commission and FAA officials on the subject.

**The Law** • It was stressed by an FCC spokesman that the Communications Act gives the FCC primary jurisdiction on radio and tv grants, including the site and height of antenna towers.

Under present practices, it was pointed out, broadcast applicants apply to regional airspace panels for approval of antenna sites and heights. Disapproval by a regional panel is reviewed by a Washington airspace group. If the disapproval is upheld in Washington, the applicant may still press his application through the FCC, with objecting organizations privileged to plead their case before the Commission also.

Because of the desirability of tall tv antennas, there have evolved over the last five years standards for such towers which permit advance knowledge of approval or disapproval. In many instances where members of airspace panels have objected, a compromise has been reached. In several instances the FCC has overruled these objections and granted an application.

The airspace panels—on which sit representatives of civil and military aviation interests—are a division of the Air Coordinating Committee. This is a Presidential advisory group which recommends air policy to the White House.

**Air Law** • The FAA was established in 1958. It has control over both civil and military aviation. The Federal Avi-

## Postponement

A stop order went up on all aspects of the Boston ch. 5 case last week when Special Examiner Horace Stern continued the date for filing proposed findings to a later time in order that nothing interfere with the criminal trial of former FCC Comr. Richard A. Mack and Miami attorney Thurman A. Whiteside. The proposed findings in the reopened Boston tv case, involving allegations of behind-the-scenes influences, were due April 20. Two weeks ago Judge Stern postponed the May 1 date which had been scheduled for final argument on the Boston case.

Meanwhile, the Commission last week designated Judge Stern to act as presiding officer in the reopened Miami ch. 7 case. This also involves charges of off-the-record wire pulling and was designated for rehearing by the FCC earlier this month (BROADCASTING, April 6). Judge Stern, retired chief justice of the Pennsylvania Supreme Court, presided also at the reopened Miami ch. 10 case.

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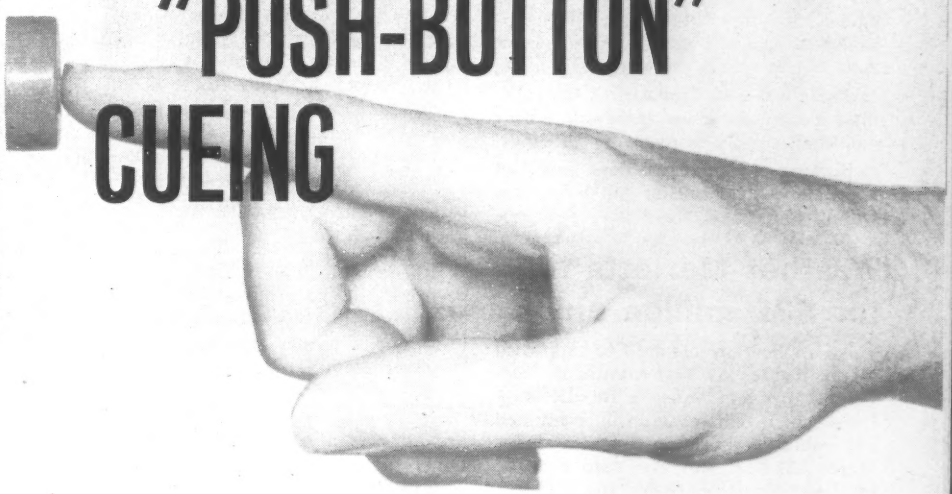

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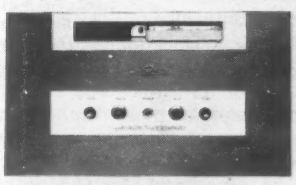

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ation Act also gives the agency control over airspace.

When the necessary legal documents are signed by Gen. Quesada, the functions now performed by the airspace panels will be transferred to the FAA's Airspace Utilization Div. This is headed by Charles Carmody. It is part of the Bureau of Air Traffic Management, which is headed by David D. Thomas.

Just how the functions of the present airspace panels will be performed is not known. There were, last week, some reports that the general procedures in effect now will be continued under FAA auspices. There were other reports that the FAA intended to radically revise the procedures, by eliminating the regional and Washington panels and setting up an internal office to process applications for tall towers—including the right of full-scale hearings under the Administrative Procedures Act.

There was also a report that the FAA intended to draw up standards which would also apply to receiving antennas.

Because the official orders have not been signed, no one at the FAA was willing to talk.

## Wrather-Marietta file for $30 million union

An application seeking FCC approval to the merger of Transcontinent Television Corp. and Marietta Broadcasting Inc.—which will result in an estimated $30 million corporation (BROADCASTING, March 23, Feb. 16)—was filed with the FCC last Thursday (April 16).

The gist of the document is the transfer of the total 110 shares of Marietta stock for Transcontinent stock —with Marietta owners Jack Wrather and Edward Petry Co. becoming Class A stockholders to the extent of 800 shares and 450 shares respectively, in addition to Class B common holdings in Transcontinent.

Class A stockholders elect one more than the majority of the Transcontinent board of directors. The board at present comprises nine members, but after the merger transaction is approved, the board will be increased to 13, with Class A shareholders electing eight members.

**Block of 35%** • Following approval and consummation of the merger, Mr. Wrather will become a 22.15% Transcontinent stockholder; Petry company, 12.66%. Mr. Wrather presently owns 63.64% of Marietta; Petry 36.36%.

Transcontinent, whose president is David C. Moore, is largely owned by J. Fred Schoellkopf IV, Seymour H. Knox III, David Forman, George F. Goodyear and Paul A. Schoellkopf Jr. These are all present Class A. stockholders. Other major shareholders are General Railway Signal Co., 9.2%; and Virginia Deuel and Norma Deuel Lutz, 6.16% each.

The balanace sheet for TTC, as of Feb. 28, showed total assets of $11,371,854, of which $2,263,791 were current assets and $2,555,536 were carried as fixed assets for the tv and radio properties and administrative offices less depreciation allowances. Current liabilities were listed at $1,336,822, with a long term note due 1962 to the Bank of New York shown as $2,250,000; debentures maturing in 1963-66, $2,771,800; capital stock, $1,893,360; capital surplus, $2,840,040, and earned surplus, $576,282.

Marietta balance sheet as of Feb. 28 showed total assets of $5,304,697; with current assets of $901,296 and fixed assets (the San Diego and Bakersfield properties) at $833,715 and $576,149 respectively. Total liabilities were listed at $4,226,348, with current notes payable, $773,500; accounts payable, $238,276, and long term notes $2,922,000. The balance sheet showed an earned surplus of $362,232 and a net profit, year to date, of $21,784.

**Price Tag** • Estimated replacement costs for Marietta stations were given as follows: KFMB San Diego, $2,240,515; KFMB-TV, $2,537,266, and KERO-TV Bakersfield, $1,586,419.

The merger will bring these three stations into the TTC stable, which now includes WGR-AM-TV Buffalo, N.Y.; WROC-TV Rochester, N.Y.; 60% of WNEP-TV Wilkes-Barre-Scranton, Pa., and 50% of WSVA-AM-TV Harrisonburg, Va.

The merger contract carries a Dec. 31 deadline for consummation.

### Program probe

Chief FCC Hearing Examiner James D. Cunningham announced last week that the television network program inquiry will begin May 4 in Washington. The order requires ABC, CBS and NBC to give evidence and supply information on programs and alleged program tie-ins, including identification, authentication and explanation of certain exhibits, documents and other papers. This procedure was decided two weeks ago, when Broadcast Bureau officials and network lawyers huddled in Washington (BROADCASTING, April 13).

In his report to stockholders (see page 64), CBS President Frank Stanton took note of the FCC's action. "On the Washington front," he said, "there is an addition to those problems noted in the annual report. The FCC announced last week that commencing May 4 it will hold hearings on 'network television.' The direction and the purpose of these hearings are unclear. The danger, it seems to me, is that it will bring the government into programming. This, in our judgment, is not a proper function of the government."

## Court affirms FCC's Shreveport tv grant

The U.S. Court of Appeals in Washington last week upheld the FCC's July 1957 grant of ch. 12 in Shreveport, La., to Shreveport Tv Co. (KSLA-TV). The grant had been appealed by losing applicant Southland Tv Co.

The FCC first granted ch. 12 to Shreveport Tv in May 1955 with "greatest weight" given to the fact that Don George, 43% stockholder, would manage the station. Southland appealed this decision to the court and, while said appeal was pending Mr. George died. Thereupon, the court remanded the case to the FCC to take into account Mr. George's death and the following July the Commission reaffirmed the grant without further hearings. The second Southland appeal then followed.

In its decision last week, the court stated: "We are unable to say that there was no substantial basis for the Commission's findings. . . . In seeking a further evidentiary hearing, [Southland] made no proffer of evidence to be evoked which would have impaired the validity of the Commission's determination."

Circuit Judges Henry Edgerton, David Bazelon and Walter Bastian handed down the unanimous decision, written by Judge Bastian.

Also last week, the Appeals Court upheld a March 1957 am grant in Cedar Falls, Iowa, to Jane A. Roberts (KCFI). The appeal was filed by Mass Communicators Inc., which attempted to file for the same facility (1250 kc) when Mrs. Roberts had not completed construction of the station in the time allowed under her permit.

The FCC refused to accept Mass Communicators application and the court appeal following. "It is clear that an expiration of a permit was by no means to be considered an automatic forfeiture of the permit," as claimed by the appellant, the court ruled. Circuit Judge George T. Washington wrote the majority opinion for himself and Judge John A. Danaher. Judge Wilbur K. Miller dissented.

## NAB urges action opposing blackouts

NAB last Thursday (April 16) urged all its tv members to write to members of Congress opposing pending sports anti-trust bills which would sanction a blackout of major league baseball in minor league territory (EDITORIAL, page 114).

"Our position is that arrangements for the broadcasting of sports should remain subject to the normal operations of the antitrust laws," Vincent Wasilewski, NAB manager of government relations, told the tv stations. He pointed out that NAB President Harold Fellows already had asked for a hearing on the bills (BROADCASTING, April 13).

Five bills are pending in the House and one in the Senate (with three co-sponsors) which would permit a 75-mile blackout of baseball telecasts from minor league cities. In addition, a sixth House bill has been introduced which would give a blanket exemption. The bills are resting in the respective Judiciary Committees.

Mr. Wasilewski said that NAB takes no position on the question of exempting professional sports generally from the antitrust laws, "but we do believe that it is essential that you register your objection to the tv blackout proposal with your representatives and senators."

## WVEC-TV merger valid

The complex Norfolk-Hampton, Va., ch. 13 case moved nearer solution last week as FCC Hearing Examiner J.D. Bond issued an initial decision which would grant the modification of WVEC-TV Norfolk's construction permit to enable the station to operate on ch. 13 rather than ch. 15.

At the same time Examiner Bond recognized the validity of merger agreements dating back to last summer (BROADCASTING, August 4, 1958) and dismissed the case's two current competing applications. WTOV-TV Norfolk had desired to operate on ch. 13 in lieu of ch. 27 and Virginian Television Corp. had applied for a new tv outlet on ch. 13. Ch. 10 WAVY-TV Norfolk was an intervenor in the case. Issues involved in the hearing included the amounts of money used to bring about the merger agreements and the question of overlapping ownership interests.

Under the merger agreements, WVEC-TV (Thomas P. Chisman and associates) will be owned 10% each by Virginian Television Corp. and Louis H. Peterson, (WNOR Norfolk) who owned 50% of WTOV-TV prior to the merger. WVEC-TV is to pay out a total of $255,497 as part of the agree-


Just to prove Cadillac's Importance —

WWTV REACHES MORE TV HOMES THAN THERE ARE IN WYOMING!

NCS No. 3 shows that WWTV has daily circulation, both daytime and nighttime, in 36 Michigan counties.

WWTV (Cadillac and Northern Lower Michigan) delivers to you more actual *viewers* than the entire TV-home-count in Wyoming!*

And to prove that the vast Cadillac market really belongs to WWTV, Pulse rates the WWTV audience an astounding *14% greater than that of the next two stations combined* (Mon.-Fri., 12 noon-12 midnight)!

Add WWTV to your WKZO-TV (Kalamazoo-Grand Rapids) schedule and get all the rest of outstate Michigan worth having. *If you want it all, give us a call!*

**There are 54,400 television homes in Wyoming. WWTV's NCS No. 3 nighttime daily circulation is 72,870.*

*The Fetzer Stations*

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC, MICHIGAN
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS
WMBD-TV — PEORIA, ILLINOIS

AM – TV – FM

WWTV

316,000 WATTS • CHANNEL 13 • 1282' TOWER
CBS and ABC in CADILLAC
Serving Northern Lower Michigan

My experience of 25 years in management, ownership, and operation of radio and television stations is now available to you, if you are interested in the purchase or sale of broadcasting properties in the western states. Your inquiry, of course, will be treated in confidence.

Linc Dellar

LINCOLN DELLAR & COMPANY
SELECT RADIO AND TELEVISION PROPERTIES
MANAGEMENT CONSULTANTS • APPRAISALS • FINANCING
1470 EAST VALLEY ROAD, SANTA BARBARA, CALIF., WOODLAND 9-0770
EASTERN AFFILIATE — R. C. CRISLER & CO., INC.

ments. Virginian Television is to receive $45,430 in reimbursement for out-of-pocket expenses. WTOV-TV is to receive $26,067 for out-of-pocket expenses as well as $150,000 to owner Temus R. Bright as a five-year consultancy fee. Mr. Peterson (WNOR) is to receive $34,000.

## FCC hears argument of Bakersfield uhfs

KBAK-TV Bakersfield, Calif., waged an important battle last week in its two-front war to keep two new uhf grants out of town, at least until the FCC settles the San Joaquin Valley allocation problem.

In an oral argument before the Commission (Comrs. Rosel Hyde and Robert Lee were not present), counsel for ch. 29 KBAK-TV, Pacific Broadcasters Corp. (ch. 39) and Kern County Broadcasting Co. (ch. 17) presented their views. Both Pacific and Kern County defended their grants and Kern County pointed out that it is anxious to build. Both uhf grants, made late last year, were stayed by the Commission pending the oral argument.

KBAK-TV maintained that the other Bakersfield outlet, ch. 10 KERO-TV, is in possession of "70% of the market" with the remaining 30% having to be divided between three stations if the two uhf grants hold. Although the courts have ruled that economic issues are pertinent to this type of case, Kern County argued, the only real issue is that of its qualifications, about which, it stated, there is no question. Pacific Broadcasters stated that the FCC could not accept KBAK-TV's proposal without jeopardizing the future status of rulemaking proceedings as permanent actions.

On the other front in its war of the channels in Bakersfield, KBAK-TV appeared in the U.S. Court of Appeals in Washington week before last protesting the allocating of chs. 17 and 39. The two uhf channels were assigned to Bakersfield upon the request of ch. 12 KFRE-TV Fresno and KXOA Sacramento, both California (BROADCASTING, July 7, 1958).

Ch. 47 KJEO (TV) Fresno has asked the Commission to make both Fresno and Bakersfield all vhf communities, pending a nationwide allocation revision.

## Let FCC staff help

The FCC last week recommended to Congress that Sec. 5(c) of the Communications Act be amended to give commissioners "greater discretion in utilization" of the review staff. Such a change would expedite disposition of adjudicatory cases by permitting the staff to assist the Commission more fully, the FCC said.

Comr. Frederick Ford said the section is "unduly restrictive, unnecessary and should be repealed." Comr. Robert T. Bartley disagreed with the proposed amendment in that it still would prohibit the review staff from advising commissioners. He termed this prohibition "both wasteful and inefficient."

## Small market stations get break from FTC

Good news is coming to radio and tv stations. From the Federal Trade Commission, no less.

Soon to be anncunced will be the FTC's new policy of requiring commercial continuity from most broadcast stations only once a year—instead of four times a year required now.

The new procedure will work like this: The federal agency will advise small market stations that a complete file of all locally originated copy for one 24-hour day is requested.

**Six-Month Size** • Medium-size stations in medium-size markets will be asked to supply the information twice a year.

The FTC will specify the day for which the report is required.

Unchanged will be the policy of submitting such information four times a year on the part of networks and major market stations.

The information is screened by the FTC's Radio & Tv Monitoring Unit. This is a special group in the agency's Bureau of Investigation headed by Charles A. Sweeney (BROADCASTING, Dec. 8, 1958). The FTC is the federal agency charged with guarding the public against false and misleading advertising.

## • Government notes

• The Internal Revenue Service has announced that the retailers' excise tax is applicable on taxable articles which are leased for specific time periods to be used as television "props." The IRS stated that for the purposes of the retailers excise taxes, "the lease of an article shall be considered the sale of such article." The length of time of the lease is "immaterial," according to IRS.

• After granting three extensions of time to Rollins Broadcasting Inc.'s KATZ St. Louis, Mo., to construct its changed nighttime facilities, the FCC has set the station's fourth request for a time extension for hearing. KATZ operates on 1600 kc with 5 kw, day, 1 kw, night, directional antenna. The nighttime power increase would be to 5 kw with a modification of the station's existing directional array. KATZ had told the Commission that it was reluctant to proceed with its authorized construction because of a possible highway rerouting in the vicinity of the outlet's transmitter site.

• Communists have infiltrated U.S. radio, television and the motion picture industries, Sen Karl Mundt (R-S.D.) charged last week in introducing a bill, (S 1689) to establish a Freedom Commission. Under the bill, an academy would be established to train Americans to better understand the nature of communism and to develop effective methods of combatting it. Sen. Paul Douglas (D-Ill.) is a co-sponsor of the measure.

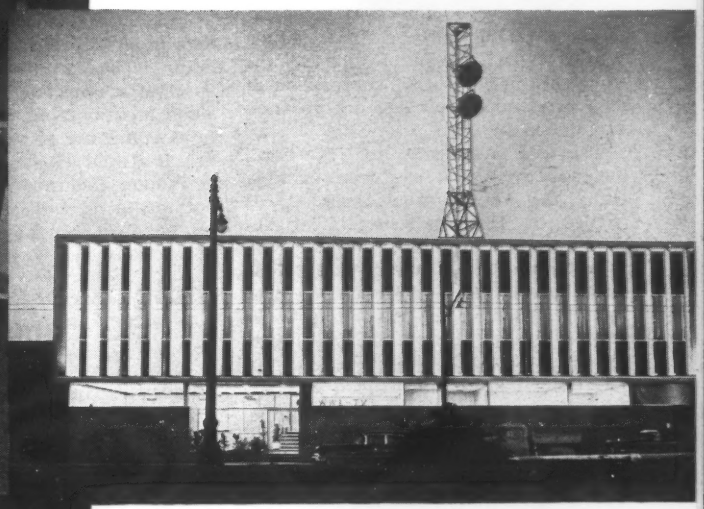
• Multiple station owner Sherrill C. Corwin received the FCC go-ahead April 8 for a new tv station on ch. 34 in Los Angeles. The Commission granted the motion of its broadcast bureau and struck the appeal of the firm K-UHF (TV) for a review of an initial decision of last summer and made that decision effective immediately, namely the grant of the Los Angeles facility to Mr. Corwin. K-UHF (TV) had been a competing applicant for the channel.

• As of April 9, nearly two score daytimers had filed comments with the FCC supporting the proposed rulemaking which would permit daytime stations to operate from 6 a.m. or local sunrise (whichever is earlier) to 6 p.m. or local sunset (whichever is later). A smaller number of filings opposed the proposed rulemaking, with clear channel stations prominent among these. The Commission extended the deadline for comments in this proceeding at the beginning of the month on a petition by NBC (AT DEADLINE, April 6). Deadline for comments is May 8.

• The Weston, W.Va., ch. 5 case has moved closer to resolution with the disclosure by FCC Hearing Examiner Jay A. Kyle that two of the three competing applicants are planning a merger. It was also made known that the third applicant in the proceeding is considering withdrawal, with reimbursement for out-of-pocket expenses. The two firms working on a merger are WJPB-TV Fairmont, W.Va. (J. Patrick Beacom) and Telecasting Inc. Examiner Kyle gave the two firms until April 23 to reach agreement on their consolidation. The remaining applicant for Weston ch. 5 is West Virginia Radio Corp.

• Ch. 11 KFJZ-TV Fort Worth, Tex., was turned down April 8 by the FCC on its petition to reallocate educational ch. 2 Denton, Tex., to Fort Worth for commercial use. Comrs. Rosel Hyde and T.A.M. Craven abstained from voting in this decision.

CHANNEL 4
WWL TV
NEW ORLEANS



**J. D. BLOOM, Director of Engineering, Station WWL-TV, New Orleans**

*Says:*

# "This G-E tube has logged over 3,000 hours . . . and resolution still is good!"

"Maybe 3,016 hours in regular studio service isn't the record for a camera tube, but it's mighty close to one! And this long-lived GL-5820 still gives clear, sharp pictures.

"Divide the cost of a camera tube by that many hours of service, and replacement expense nose-dives. WWL-TV doesn't expect, or get, such exceptional tube life across the board, but our General Electric camera tubes over-all have plenty of extra hours to their credit.

"We like the quality built into them, their reliability, the savings they put on our operating ledger. Count us as sold on the value of G-E tubes—count WWL-TV's large audience as sold on their fine performance!"

* * *

Bring *your* costs down, your picture quality up! Ask your nearby General Electric tube distributor . . . today . . . for the facts on G-E Broadcast-Designed camera tubes! *Distributor Sales, Electronic Components Division, General Electric Company, Owensboro, Kentucky.*

*Progress Is Our Most Important Product*

GENERAL ELECTRIC

2-312-201

## RWW'S STATUS
## Founding group holds N. Y. closed session

The "paying members" of Radio World Wide last week started the wheels turning toward incorporation of their new cooperative network program venture.

They met Wednesday in New York, but nobody would say who or how many they were. The committee is headed by Herbert Krueger, WTAG Worcester, and his fellow committeemen in getting the movement going have been John Patt of WJR Detroit and Paul W. Morency of WTIC Hartford. At last week's session, it was understood, all who attended—the meeting was limited to stations which had deposited earnest money toward incorporation—became committeemen pending election of a board of directors.

The directors cannot be named until incorporation has been completed and in the normal course of events this probably would take about 30 days.

**Still Short of Goal?** • Failure of the group to disclose details of their meeting led observers to conclude that the minimum goal of 25 station subscribers had not yet been reached. But there were no indications that the earlier, unofficial "guess" about an autumn target date for RWW should be amended.

The group is expected to incorporate in the name of Radio World Wide, although it is known that many of the stations which have been close to the project in the past have not been particulary wedded to that name. Presumably it can be changed with little trouble after incorporation if a more appropriate corporate title is decided upon.

RWW's objective would be to develop programming which member stations could use or not use as they see fit. It would be concerned with programming exclusively and would have nothing to do with sales, which would be handled by the member stations individually.

## Indie co-production in ABC Films planning

ABC Films Inc. is blueprinting a product expansion program that will make available to the organization "a steady flow of quality tv series" through co-production ventures with independent producers, Henry Plitt, recently-elected president of ABC Films, reported in an interview last week.

Mr. Plitt, who assumed his new duties about two months ago, said that first order of business has been to add to ABC Films' product list. Procurement of "quality programming," he said, will be a continuous project for the next two years or more, but for the immediate future, ABC Films is "firm" on plans for two new series, while three others are in the developmental stage.

For this fall, ABC Films will offer for network presentation a half-hour series titled *The Racer*, an adventure program in an auto racing environment. It will be produced by World Wide Television, Hollywood, which is controlled jointly by ABC Films and Joseph Schenck. A pilot, Mr. Plitt said, will be shown in New York in about six weeks.

The other property to be made available for fall showing on a syndication basis is *Simon Lash*, a half-hour series on the exploits of an attorney-investigator. This serial will be a co-production venture by ABC Films in association with independent producer Sidney Salkow.

ABC Films Inc. has reported that gross billings for the first quarter increased 52% over those of the same 1959 period. Main contributors to the increase were said to be second year of *26 Men*, *The People's Choice* and *The Adventures of Jim Bowie*.

**Film-tape facility** • Filmways Inc. will move into its new film and videotape center (sketched here) this summer. The Manhattan facilities now under construction, will accommodate production of tv commercials and shows, either filmed or taped, plus feature films. Claimed the largest in town, the center will cost about $400,000.

The 100 by 230-ft. one-story building is to house two studios for simultaneous staging of separate projects. The arrangement will allow for setting up film or tape facilities within hours of each other.

The new facilities, to be used in addition to Filmways' present New York location, will be available to Warner Bros. under an agreement whereby the companies share facilities.

## WGA council meets

Forthcoming negotiations of Writers Guild of America for new contracts with major motion picture companies, independent tv film producers and radio and tv networks were to form a major topic of discussion at the meeting of the WGA national council meeting in Hollywood last weekend (April 18-19). The WGA major studio agreement expires May 15 and is more pressing than that with the tv film producers, which runs until Jan. 15, 1960, or the radio-tv network agreement, which does not expire until March 31, 1960.

First order of business of the weekend meeting was to choose a new national chairman to succeed Erick Barnouw of New York. Meeting was also to take up the planned WGA tv anthology show and the proposed affiliation with the British Screen and Tv Writers Association.

## Dickens' tales for tv

A half-hour film series based on the works of Charles Dickens will be offered in the United States by Towers of London for fall showing, it has been announced by Harry Alan Towers, president.

Mr. Towers reported that eight episodes of *Tales From Dickens* already have been produced. He hopes to make the new series available in June for national spot sale in the U.S., he said, adding that it already has been sold in Britain and Australia. Frederic March will appear as host-story-teller and stars scheduled to perform in *Tales From Dickens* include Robert Morley, Basil Rathbone and Florence Eldridge.

## 'Sat. Review' cites 13 network programs

The network "score" in *The Saturday Review* public interest programming awards announced last week: CBS 6, NBC 6, ABC 1. A national panel of educators, editors, publishers, public opinion analysts, scholars and advertising and public relations executives made the selections for the weekly artistic criticism journal.

Tv series cited: *NBC News—The Huntley-Brinkley Report* for "independence of editorial opinion;" *Playhouse 90* (CBS), "a serious dramatic show;" *Small World* (CBS), "best new program of the year;" *Disneyland* (ABC), "consistently skillful, impressive and imaginative;" *Bell Telephone Hour* (NBC), "an interesting variety of music," and *The U.N. in Action* (CBS), "for illuminating great issues."

Single tv shows winning laurels were "The Moiseyev Dancers" (CBS), and four from NBC: "An Evening with Fred Astaire;" "Our Children and their Schools;" "Bob Hope in Moscow," and a trio of *Omnibus* presentations: "Opera with Leonard Bernstein;" "Bach With Bernstein," and "La Perichole." Radio awards went to *Leonard Bernstein and the New York Philharmonic Orchestra* and *The Metropolitan Opera*, both on CBS.

## MGM name for Loew's

The board of directors of Loew's Inc. (MGM) plans to recommend to stockholders a change in the company's name to Metro-Goldwyn-Mayer Corp., Joseph R. Vogel, president, reported last week.

Mr. Vogel announced that for the first 28-week period of the current fiscal year, during which time Loew's Inc. was a combined enterprise including Loew's Theatres and WMGM New York, consolidated net income amounted to $5,749,000, or $1.08 per share, as compared with $509,000, or 10 cents a share, in the corresponding period of 1958. The 1959 period covers the 28 weeks up to March 12, at which time Loew's Theatres and WMGM were separated from Loew's Inc.

Mr. Vogel noted that during the 28-week period of 1958, the divisions which now make up Loew's Inc., incurred a loss of $483,000, while for the same period this year, the same units show a profit of $10,792,000. He attributed the difference to "a sharply improved performance in film production-distribution, which showed a loss of more than $5 million in the 1958 period, compared to a profit of almost

and **WOC-TV**

**FOR BEST COVERAGE IN THE NATION'S 47th TV MARKET**

**(Davenport, Iowa — Rock Island — Moline, Illinois)**

A comparison of coverage of TV stations in or overlapping the Davenport — Rock Island market area as reported in the Nielson Coverage Service No. 3 — Spring, 1958.

| Station | TV Homes | Monthly Coverage | Weekly Circulation Daytime | Weekly Circulation Nightime |
|---|---|---|---|---|
| WOC-TV | 438,480 | 308,150 | 263,430 | 288,750 |
| Station A | 398,600 | 278,900 | 226,020 | 258,860 |
| Station B | 340,240 | 275,160 | 229,710 | 260,190 |
| Station C | 274,990 | 208,300 | 153,540 | 191,010 |
| Station D | 229,260 | 156,340 | 127,240 | 146,620 |

WOC

Col. B. J. Palmer, President
Ernest C. Sanders, Resident Manager
Pax Shaffer, Sales Manager
Peters, Griffin, Woodward, Inc., Exclusive National Representatives

THE QUINT CITIES
DAVENPORT, BETTENDORF (IOWA)
ROCK ISLAND, MOLINE, EAST MOLINE (ILL.)

TV channel 6

WOC-TV is No. 1 in the nation's 47th TV market—leading in TV homes (438,480), monthly coverage and weekly circulation — day and night — as reported in the Nielson Coverage Service No. 3, Spring, 1958. For further facts and latest availabilities, call your PGW Colonel . . . NOW!

NBC

WOC-TV Davenport, Iowa is part of Central Broadcasting Co., which also owns and operates WHO-TV and WHO Radio, Des Moines, Iowa

$5 million during the period this year."

Loew's Inc. includes the motion picture production-distribution organization (MGM) and the tv film production-distribution company (MGM-TV).

## These are some that won't be back

A look at the networks' tentative nighttime schedule for next fall shows (see page 32-33) the casualty rate to be in the neighborhood of 40%. That is, some 40% of the nighttime schedule as constructed on Oct. 2 of last year appears headed for oblivion or at least a temporary siesta.

Though the jockeying on schedules continued up to the wire last week, the trend already had been set. Perhaps as many as 15 shows on ABC-TV will bite the dust, another 12 on CBS-TV and 18 on NBC-TV, for a total of 45 shows (and this figure probably will be higher by Oct. 2, 1959). A quick estimate reveals more than 60 programs, which were on the air last October, will continue next season (though some of them will be lengthened or otherwise changed).

Many familiar network show titles will go by the board. Such programs as the veteran *Voice of Firestone* (ABC-TV) appears destined to fade from the scene. Others: *The Bob Cummings Show* (NBC-TV), *Phil Silvers Show* (CBS-TV), and Eddie Fisher's vehicle (NBC-TV), (though George Gobel will be around again.)

Also absent from network lineups: Milton Berle, whose comeback on NBC-TV this past season was short-lived, *The Californians* (NBC-TV), *Dragnet* (ABC-TV), *Naked City* (CBS-TV), *Zorro* (ABC-TV), *Ed Wynn Show* (NBC-TV), *Hit Parade* (CBS-TV), Jackie Gleason, who also had a "short" season, *Thin Man* (NBC-TV), *The $64,000 Question* (CBS-TV) and the *Schlitz-Lux Playhouse* period on CBS-TV.

There is a chance that a few of the 45 (or more) casualties will be patched up and brought back to the networks' prime time showcase. On the other hand, there's the possibility that by next October many of the programs now considered "safe" will meet with the sponsor or network ax.

## Censorship of tv makes little headway

A 1917 Kansas law requiring that all motion pictures shown in the state receive prior approval probably will not be applied to television programs, it was reported last week. Earlier this month, the Kansas attorney general had ruled that the law did apply.

State broadcasters called to his attention a 1950 Pennsylvania Supreme Court decision that broadcasting is interstate commerce and therefore state censorship laws are invalid. The Kansas attorney general reportedly has unofficially reversed his ruling upon hearing of the Pennsylvania decision.

In Minnesota last week, a state Senate committee reported out a censorship bill which included tv. However, observers give little support to the bill's chances for passage.

## COLORCASTING

Here are the next 10 days of network color shows (all times are EST):

**CBS-TV**

April 21 (9:30-10 p.m.) **Red Skelton Show,** Pet Milk through Gardner Adv. and S.C. Johnson through Foote, Cone & Belding.

April 24 (9:30-10 p.m.) **Gene Kelly,** Pontiac through MacManus, John & Adams.

**NBC-TV**

April 20-24, 27-29 (2:30-3 p.m.) **Haggis Baggis,** participating sponsors.

April 20-24, 27-29 (4-4:30 p.m.) **Truth or Consequences,** participating sponsors.

April 20, 27 (10-10:30 p.m.) **Arthur Murray Party,** P. Lorillard through Lennen & Newell and Pharmaceuticals Inc. through Parkson Adv.

April 21, 28 (8:30-9 p.m.) **Jimmie Rodgers Show,** Liggett & Myers through McCann-Erickson.

April 22, 29 (8:30-9 p.m.) **The Price Is Right,** Speidel through Norman, Craig & Kummel and Lever through J. Walter Thompson Co.

April 22, 29 (9-9:30 p.m.) **Milton Berle,** Kraft through J. Walter Thompson.

April 23 (9:30-10 p.m.) **Ford Show,** Ford through J. Walter Thompson.

April 23 (10:30-11 p.m.) **Masquerade Party,** Lorillard through Lennen & Newell.

April 24 (7:30-8 p.m.) **Northwest Passage,** sustaining.

April 24 **Ellery Queen Show,** sponsored by Gulf, through Young & Rubicam.

April 25 (8-9 p.m.) **Perry Como Show,** participating sponsors.

April 26 (7:30-8:30 p.m.) **Steve Allen Show,** RCA through Kenyon & Eckhardt.

April 26 (9-10 p.m.) **Dinah Shore Chevy Show,** Chevrolet through Campbell-Ewald.

April 28 (9:30-11 p.m.) **Hallmark Hall of Fame,** Hallmark through Foote, Cone & Belding.

## CBS tv tape exchange

There is to be a public affairs program video-tape exchange among three CBS-owned tv stations. Plans call for 13 half-hour programs from each.

WCBS-TV New York will contribute *Young Audiences,* a concert program for young people hosted by David Randolph, music commentator and conductor. From WBBM-TV Chicago will come discusion of outer space, moderated by Dr. Daniel Q. Posin of de Paul U., entitled *Out of This World. Books Alive,* featuring dramatic excerpts from the books under study, is to emanate from KNXT (TV) Los Angeles, with author Turnley Walker moderating.

The plan, which starts May 30 in New York, June 6 in Chicago and June 13 in Los Angeles, calls for 13 half-hour programs from each station.

## UAA expected to get RKO residual rights

United Artists Associated, New York, was reported last week to have acquired the residual tv rights in the U.S. of the RKO feature film library from Television Industries Inc., New York, for approximately $6 million. A contract formalizing a working agreement is expected to be signed shortly.

The features have been sold in about 115 markets and UAA will obtain rights in other markets and in the markets sold when these contracts expire. The library, consisting of 740 features, was bought by Television Industries Inc. (C. & C. Television Corp.) from RKO in December 1955 for $15 million. Television industries, headed by Matthew Fox, is reported to be "way ahead" on the transaction since the library has brought in many millions of dollars in sales and still retains all rights but those in the U.S.

## 'Newsbeat' inserts set

Starting April 26, a minimum of 34 "Newsbeat" program inserts will be carried on MBS news broadcasts during a single day. Robert F. Hurleigh, vice president in charge of news and special services departments, said that since Mutual presents 34 newscasts per day, there will be a minimum of 34 "newsbeats" (actuality or on-the-scene repertorial inserts) per day. Mr. Hurleigh said that since the "Newsbeat" pattern was instituted in October 1957, the network has carried an average of 15.4 such inserts per day from its 28 overseas correspondents and more than 800 authorized "stringers" throughout the U.S.

## White House 'special'

NBC-TV won't be caught short for next election year special programming. A major dramatic production, *The White House Saga,* written by magazine writer Nanette Kutner, will be presented sometime during the 1960-61 season. Exact date and time are to be announced. Miss Kutner's history of the White House, which also will reflect America's growth, will be an "ideal subject for a tv special during a presidential election year," said Robert F. Lewine, vice president, NBC-TV programs. The program will feature leading performers, live or on tape, with episodes connected by poetic narration.

# TOWER TIPS

### Checking Guy Tensions by Guy Sag Method

On relatively short towers with small size guys, use of a Mechanical Tensiometer is probably the most practical method to measure guy tensions. On tall towers, with large guys, the sag of the guys becomes appreciable and can be used as a measure of guy tension. The guy sag method is a relatively simple and very practical way to check the guy tension.

Guy sag can be checked with a transit or with a sight bar. We will briefly describe the sight bar method. A straight bar made of steel or wood with two hooks is used to make the line of sight parallel to the guy. If the unaided eye cannot see clearly to set the intercept, a telescope may be used as shown in the accompanying sketch. It is important in making up this sight bar that the line of sight of the bar be parallel to the guy at its point of attachment. This method is quite accurate in setting initial tension when the guys and intercepts are large. For example a 100′-0″ intercept read within 2′-0″ has an approximate error of two per cent.

Tension is given by the following formula:

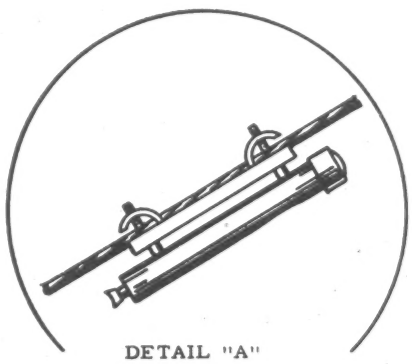
$$T = \frac{WL^2}{2I} \quad \text{(see illustration)}$$

The values of the weight of the guy per feet, the span of the guy, and the recommended tension of the guy should be readily available from the tower manufacturer.

Example: 1000′-0″ Tower with 1″ Guy Strand

$$L = 1220 \text{ Ft.}$$
$$W = 2.14\#/\text{Ft.}$$
$$I = 160 \text{ Ft.}$$
$$T = \frac{(2.14)(1220)^2}{(2)(160)} = 9{,}950\#$$

**Walter L. Guzewicz**



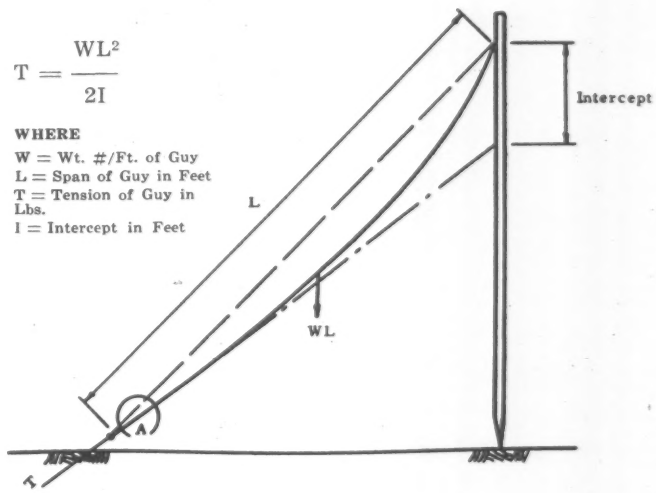
DETAIL "A"

**Showing Installation of Sighting Telescope on Guy Wire**

$$T = \frac{WL^2}{2I}$$

**WHERE**

W = Wt. #/Ft. of Guy
L = Span of Guy in Feet
T = Tension of Guy in Lbs.
I = Intercept in Feet




Stainless, inc.
NORTH WALES • PENNSYLVANIA

**'Golden bow' Benny** • Radio-tv personality Jack Benny (l) and Herman D. Kenin, president of the American Federation of Musicians, inspect a "golden bow" presented to Mr. Benny by the federation in New York. Mr. Benny was honored for the many concerts in which the entertainer has appeared for the benefit of musicians' pension funds.

## AFL Film Council says label all foreign films

The Hollywood (Calif.) AFL Film Council has adopted a resolution to ask Congress to "require that all motion pictures and television films made in foreign countries and exhibited in the U.S. be plainly labeled in the main screen title with the country of origin, in order that the American public no longer be hoodwinked by American 'runaway' producers."

The union film council's resolution also suggests that "the national AFL-CIO convention be asked to implement its action taken in previous years, condemning 'runaway' foreign production of pictures by American producers, and specifically to support a consumer boycott of such pictures."

## News spots increased

International Transmissions Inc., New York, which provides voiced news from abroad now offers five one-minute news spots per day on a Monday-through-Friday basis. In the past, the same number of spots were provided three times a week. Sumner Glimcher, president, also reported that the company has entered into an arrangement with WTOP Washington to supply Washington news to International Transmission clients (five one-minute news inserts five times a week). The company now has 12 station clients, Mr. Glimcher said.

## • Program notes

• Next fall NBC-TV will initiate a half-hour situation comedy series with a Tin Pan Alley focal point. The cast of the show is headed by William Demarest, who plays a widowed veteran music publisher perplexed by rock-and-roll. Musical comedy star Stubby Kaye and tv-radio singer Kay Armen are among the supporting cast. The first 13 episodes were directed by Bob Sweeney. P.J. Wolfson is the producer. The series packager is Louis F. Edelman.

• ABC Films, N.Y., has sold *The Adventures of Jim Bowie* to WAVY-TV Norfolk, WBNS-TV Columbus, WESH-TV Daytona Beach, WKJG-TV Fort Wayne, KLIX-TV Twin Falls, WPSD-TV Paducah, Ky., and WLOS-TV Asheville, N.C. The company also reports the sale of *One Step Beyond* half-hour series in Australia to TCN Sydney.

• The 90-minute closed-circuit telecast in honor of former President Harry Truman's 75th birthday May 8 will be narrated by actor Melvyn Douglas. Originating at a $100-a-plate Democratic dinner at New York's Waldorf-Astoria Hotel, the program is to be produced by the Group Communications Div., TelePrompTer Corp. Those attending locally-arranged simultaneous dinners throughout the country will make up the audience. Among other show business people expected to appear are comedian Jack Benny and composer-conductor Leonard Bernstein.

• WGN-TV will carry a series of 26 weekly telecasts of Chicago Symphony Orchestra starting Oct. 18. Concerts will be slotted in a Sunday evening one-hour period. The symphony first appeared on tv in 1951 and ran through 1958, with a series of seven monthly musical spectaculars highlighting the 1957-58 season.

• As preparation for National Mental Health Week (April 26-May 2), Westinghouse Broadcasting Co. has reissued a series of songs it commissioned and produced for the occasion four years ago. Written by Hy Zarat and Lou Singer, the songs won the National Assn. for Mental Health Bell Award in 1956. WBC plans to run the songs over its radio-tv stations and will make them available to stations everywhere.

• KNXT (TV) Los Angeles newsman Ed Fleming and cameraman Fred Dieterich are in the Orient making a three-week study of events there. They are visiting Tokyo, Hong Kong, Seoul, Panmunjon and Honolulu. Material obtained will be made into three half-hour news presentations.

• The first major Paramount Television Productions Inc., Hollywood, pilot went before the video-tapers of KTLA (TV) Los Angeles Monday (April 13). The taped program heralds *The Happy Time*, a half-hour series featuring Claude Dauphin in the role he played on Broadway. June Vincent and Mischa Auer also are in the cast. KTLA has bought its third video recorder for the series.

• Walt Disney Productions has bought Golden Oak Rancho, Calif., said to be the site of the first recorded gold strike in 1843. The 315-acre property cost Disney $300,000. It will be used for movie locations and as a horse ranch.

• Ziv Television Programs, N.Y., reports that its *Sea Hunt* series has been renewed in 167 out of 186 markets which have been carrying the initial year of the programming. Second year sponsors include the Kroger stores for Cincinnati and Memphis; Savannah Sugar Refining in Atlanta; Sun Oil in Albany and New York City and Standard Oil of California in a multi-market spread in seven western states.

• KPIX (TV) San Francisco will telecast Friday (April 24) *Lung Cancer: Surgery & Radiation* (10 p.m. EST), a 90-minute live program that will include a surgical operation on lung cancer and a discussion by specialists on the causes and treatment of the malignancy. The program will be presented in cooperation with the San Francisco Medical Society. Surgery is from the Stanford Lane Hospital. KPIX Program Manager, Ray Hubbard, is executive producer; Fred Joslyn, public affairs-education director is director-co-producer; Larry Williams, KPIX writer-producer is writing and co-producing, and Al Keys is engineering supervisor.

• WMAL-TV has been given an "extraordinary citation of merit" by the National Religious Publicity Council. It is the first NRPC award to a tv station. It cited *The Life and Teaching of Jesus*, series for college credit, presented in cooperation with American U. and the local Council of Churches.

• The Florida Educational Television Commission has voted to ask the legislature for $375,000 to produce and video-tape 12 junior college and university-level courses for use in Florida institutions during the 1959-60 and 1960-61 school years. Production of the courses, including instructors' salaries, will cost about $100,000, the etv commission said. Two video-tape machines and tape will cost $275,000.

• WEMP and WISN-TV, both Milwaukee, were awarded the Pabst and Blatz news coverage awards, respec-

tively, at the April 9 Milwaukee Press Club's Gridiron Dinner at the Schroeder Hotel. WEMP's award is for "distinguished service in radio news." WISN-TV was cited for its coverage of the June 1958 tornado that swept upstate Wisconsin.

• WLWT (TV) Cincinnati is giving educational - noncommercial WCET (TV) there its series of 26 *Dateline UN* programs. The series, now on WLWT alternate Sundays (12:45 p.m.) will be shown by WCET on Thursdays (7:15 p.m.).

• WPST-TV and WCKT (TV), both Miami, Fla., cooperated to telecast an Easter play in three parts. WPST-TV carried the first part at 10:30-11:30 a.m. on Good Friday and the second part the next day at 10-10:30 p.m. WCKT telecast the final part Easter Sunday 1-1:30 p.m.

• NTA International Inc., N.Y., which distributes the feature films of National Telefilm Assoc., reports it is offering tv stations a group of 64 motion pictures, titled *NTA's International Package*. It contains 51 post-1948 features from such studios as 20th Century-Fox, David O. Selznick, RKO, Warner Bros. and others and includes six Shirley Temple features. Personalities featured in the films are Alec Guiness, Audrey Hepburn, Maria Schell, Jayne Mansfield and James Stewart, among others.

• Among the government officials making presentations in the news and public service categories on the 11th annual Emmy Awards telecast (NBC-TV Wed. May 6, 10-11:30 p.m.) will be Vice President Richard M. Nixon. This segment of the festivities will emanate from a dinner in Washington, D.C., under auspices of newly-formed Washington chapter of the Academy of Television Arts & Sciences. Awards in other categories will originate at ceremonies in New York and Hollywood.

• Screen Gems Inc., N.Y., reports that *The Peacemaker*, a new western series, will be produced by SG. William Sackheim, Screen Gems' executive producer, will develop the series with a writer to be assigned shortly.

• WCAU-TV Philadelphia telecast *Crime & Apprehension*, a documentary about the local police force, yesterday (April 19). Written and produced by the station's news and public affairs departments, the 45-minute program showed how each police division helped solve a crime. Police Comr. Thomas Gibbons has requested the film for use at the police training academy. The program was the last in the 1958-59 *Face of Philadelphia* series.

• Mrs. Glenn Mann announces organization of a new program package firm, Glenn Mann Productions, to handle radio, tv and films. Mrs. Mann is producer of *The Frankie Avalon Show*, which began on ABC Radio April 11 (Sat. 7-7:30 p.m.). The office is at 70 W. 55th St., N.Y. Phone Circle 7-0290.

• The Ziv Television Programs Inc., N.Y., *Bold Venture* series has invaded three foreign markets. A Spanish-dubbed version was bought by Mexico Telesistima for showing in Toreon, Chihuahua, Mexico City, Guadalajara and Monterey. Australia's G-TV network acquired the series for Sydney and Melbourne exposure. England's Associated Rediffusion Ltd. will syndicate *Bold Venture* in London and the south of England.

• United Artists Corp., N.Y., reports that for the eighth consecutive year it increased its annual gross revenues and net earnings in 1958; establishing a new record high in each category. Net earnings for 1958 (after taxes) were said to total more than $3.7 million and gross revenues were $85 million, as compared with a net of $3.26 million and gross of $70 million in 1957.

• Universal Pictures Corp., N.Y., reports its board of directors has declared a quarterly dividend of $1.06 per share on the 4¼% cumulative preferred stock of the company, payable on June 1 to stockholders of record at the close of business on May 15.

• Walt Framer Productions, N.Y., has contracted to have access to the newsreel library of Pathe News Inc. for use in filmed tv shows. The Pathe backlog is said to consist of 25 million square ft. of film dating back to 1897.

• Permafilm Inc., originator of Perma film protection and Perma new scratch removal systems, has granted franchises to Knoll K.G., Vienna, and Geva Films, Tel-Aviv, raising to 26 the number of installations abroad.

• The stock in Official Films, New York, acquired by Dick Powell, David Niven and Charles Boyer in 1956, is back home. Approximately 400,000 Official shares had gone to the actors in return for the complete film library of their Four Star Productions. Official has now purchased the shares (currently selling at around 1¾) to be held as treasury stock. The company is taking advantage of its "present strong financial position" to retire the only major block of stock held by a small group.

**Turning back the clock** • NBC Radio, bucking the trend toward network radio concentration on service shows, starts next Monday (April 27) a radio spectacular, *It's Network Time*. The show will feature live music, interviews with name talent, comedy and variety bits for two hours (minus five minutes) every weekday at 12:05 p.m.-2 p.m. First week's guests will include Bob Hope, Pat Suzuki, June Valli, Tommy Leonetti and Pat Carroll.

In picture above at planning conference are (seated, l-r) Frank Blair and Don Russell, co-hosts of the show and owners of On Air Inc. which co-produces the show with NBC, and (standing l-r) Al Capstaff, NBC Radio vice president of programs, and Skitch Henderson, musical director of the show.

# FATES & FORTUNES

## Advertisers

• H. GORDON SCOWCRAFT, formerly marketing development director, Campbell Soup Co., Camden, N.J., to United Fruit Co., N.Y., as vp, marketing.

• JOHN H. BRECK JR., executive vp of John H. Breck (hair preparations manufacturer), Springfield, Mass., elected board chairman of Brand Names Foundation. He succeeds THOMAS F. O'NEIL, RKO Teleradio Pictures board chairman, made honorary director of BNF for life. Other officers: HENRY E. ABT, re-elected president; WALTER L. JEFFREY, vp, American Motors, Detroit, made vice chairman of executive committee; FRANK ARMOUR JR., president of H.J. Heinz, Pittsburgh, elected vice chairman of board of directors, and ROBERT MACNEAL, president of Curtis Publishing Co., Phila., re-elected vice chairman.

• SYLVESTER CLEARY, formerly of Reach McClinton, N.Y., to Mennen Co. as advertising manager.

• M. CRAWFORD POLLACK, product marketing manager of frozen foods, Campbell Soup Co., Camden, N.J., appointed director of marketing development of company.

• C. F. NIESSEN, advertising-sales promotion manager of DX Sunray Oil Co., Tulsa, Okla., promoted to newly-created post of merchandising manager. L. S. MCCASLIN, assistant advertising sales promotion manager, promoted to new post of coordinator of advertising. R. B. MIDDLETON named to new post of advertising supervisor under Mr. McCaslin.

• RAY L. ROMANET, with National Biscuit Co., N.Y., for 25 years, named merchandising manager of biscuit division.

• ARTHUR P. FELTON, formerly vp and director of marketing-merchandising of Cunningham & Walsh, N.Y., to American Brake Shoe Co., N.Y., as director of marketing.

• JAMES R. MUND, formerly sales promotion manager of Westinghouse Corp. in Ohio and Michigan, named manager of Audio-Visual department of Goodyear Tire & Rubber Co., Akron, Ohio. A-V makes motion pictures for product departments, film library and dealer radio-tv commercials.

## Agencies

• F. HENRY LARSON, account executive of Brooke, Smith, French & Dorrance, N.Y., elected vp.

MR. ARTHUR

• GERALD T. ARTHUR, formerly media director of Fuller & Smith & Ross, N.Y., joins Donahue & Coe, N.Y., as vp in charge of media, effective May 1.

• GEORGE BOLAS, media director, and CHARLES R. STANDEN, senior account supervisor, named vps of Tatham-Laird, Chicago. Mr. Bolas becomes deputy chairman of strategy planning staff while Mr. Standen is vp in charge of client service as well as account executives and supervisors.

• WILLIAM B. CARR, formerly advertising manager and board member of *McCall's* magazine, named vp of N.W. Ayer & Son, Phila.

• ARTHUR M. MENADIER, account executive in Young & Rubicam, N.Y., contact department, named vp and supervisor.

• E. SYKES SCHERMAN, account executive at Compton Adv., N.Y., elected vp.

MR. STARR

• HENRY STARR, vp, Leo Burnett Co., N.Y., appointed to new post of vp—account planning, and named member of agency's plans board.

• LOUIS G. HERMAN, formerly head of his own agency, joins Ralph Bing Co., Cleveland, as executive vp.

• WILLIAM KING PEHLERT, 52, vp and account supervisor of Cunningham & Walsh, N.Y., died April 14 in Rolling Hills Hospital, Elkins Park, Pa.

• JOHN EDGAR, regional account executive on Standard Oil Co. (of Indiana) account of D'Arcy, Chicago, transferred to Los Angeles as account man on Reddi-Wip and Top-Wip products.

• JAMES GARABRANT, manager of print production of Dancer-Fitzgerald-Sample, N.Y., appointed vp.

• ADRIAN TAYLOR, formerly of Maxwell Assoc., Phila., to San Francisco office of Foote, Cone & Belding as art director.

• EDGAR P. MORTON, formerly Minneapolis district sales representative for National Starch Products Inc., to Lloyd W. Nelson, advertising and public relations agency, that city, as account executive.

• CHARLES H. HOWSON, account executive of MacManus, John & Adams, Bloomfield, Hills, Mich., promoted to manager, Bendix Aviation account

• WILLIAM C. AISTON, formerly account executive of Tatham-Laird, Chicago, to Wherry, Baker & Tilden, Chicago, as account executive on Quaker Oats.

• WILLIAM E. DEMPSTER, previously of Calkins & Holden, N.Y., to Cunningham & Walsh, N.Y. as account executive on 21-brands account.

• EUGENE B. SHIELDS, formerly account executive of Waldie & Briggs, Chicago, and assistant advertising and sales promotion manager of Magnavox Co., to Clinton E. Frank, Chicago, as account executive.

• JAMES TRAGER, formerly copy supervisor, C. J. Laroche, N.Y., has joined Warwick & Legler, N.Y. as group head in copy department.

• ARTHUR D. CLOUD JR., formerly radio-tv copy and production supervisor on Kroger account of Campbell-Mithun, Chicago, to Clinton E. Frank, that city, as radio-tv writer and producer.

• THOMAS R. BLANCHARD, formerly of WWJ-TV Detroit, to Campbell-Ewald, that city, as copywriter in tv-radio department. MERRILL W. SPROUL, formerly of NBC-Hollywood, to same department as producer.

• ROY BROOKS, formerly of BBDO, S.F., as copywriter, to Young & Rubicam, L.A., in similar capacity.

• JAMES P. LEE, formerly of Cunningham & Walsh, Chicago, to creative staff of M. M. Fisher Assoc., that city.

• RICHARD S. FIELD, formerly office manager, Jay J. Dugan agency, Phila., to Kenyon & Eckhardt, N.Y. as copywriter.

• GLENN MARTIN, formerly copy group head of McCann-Erickson, Chicago, to Tatham-Laird, that city, as group copy supervisor.

• CHARLES AX, copy supervisor of N.W. Ayer, Phila., to head enlarged creative group being set up in Ayer's Chicago office.

• KATHLEEN A. THOMPSON, traffic manager in Richmond office of Liller, Neal, Battle & Lindsey, named branch manager of media.

• MILFORD BAKER, vp and contact supervisor of Young & Rubicam, N.Y., named manager of contact department.

• H. TAYLOR PROTHEROE, formerly

creative director and production head of Jessop Adv., Akron, Ohio, is president and general manager of newly-formed Taylor-Jessop Adv., which purchased assets of Jessop. H. CLIFTON RODGERS, formerly program director of WHKK Akron, appointed vp in charge of sales. Other Taylor-Jessop members: F. A. BRUBAKER, secretary; W. D. WILSON, comptroller; A. R. CONTE, chief media buyer, and P. W. MESNER, copy director. Offices are at 85 W. State St.

• ARNOLD VARGA, creative art supervisor of Ketchum, MacLeod & Grove, Pittsburgh, named "art director of the year" by National Society of Art Directors.

• ALLEN D. MORGAN, formerly of Allmayer, Fox & Reshkin, Kansas City, to Robert Stevens Adv., Albuquerque, N.M., as creative director. MRS. HELEN EMMERICH joins firm as director of radio-tv.

• THOMAS E. AREND, formerly staff director of Crayne Tv Productions, Hollywood, and NBC, Chicago tv director, appointed assistant director of film production of Foote, Cone & Belding, Chicago.

• ROBERT W. YOUNG, formerly art dirctor of Lennen & Newell, N.Y., to Wunderman, Ricotta & Kline, that city, in similar capacity.

### Networks

• SIMON B. SIEGEL, financial vp and treasurer of AB-PT Inc. and ABC, elected member of AB-PT board of directors executive committee.

MR. BROWN

• MARTIN BROWN, formerly manager, New York office of Price Waterhouse & Co., elected assistant treasurer of American Broadcasting-Paramount Theatres Inc., N.Y., and vp, assistant treasurer of ABC. Mr. Brown will serve as assistant in operations and financial affairs of motion picture-broadcast network firm and all its divisions.

• GEORGE KOLPIN, assistant business manager, CBS-TV sales department, named sales manager of network's extended market plan, succeeding LEONARD J. MORREALE, who has joined The Katz Agency, N.Y. RAYMOND C. DILLON, of department's contract division, succeeds Mr. Kolpin.

• ARTHUR HARVEY, ABC labor relations assistant in New York since 1954, promoted to ABC director of labor relations for ABC western division, effective May 1.

• STEVEN GEORGE SMITH, formerly sales executive of ABC, joins Mutual's national sales organization in New York as account executive.

• DINAH SHORE, star of NBC-TV's color variety program, *Dinah Shore Chevy Show*, will receive 1959 "Genii" award from Radio & Television Women of Southern California tomorrow (April 21). Miss Shore was voted "most outstanding woman in the tv field."

### Stations

MR. MILLS

• PAUL E. MILLS, midwest tv sales manager of Westinghouse Broadcasting Co. in Chicago, moves to WJW-AM-FM Cleveland as managing director. Mr. Mills entered broadcasting in 1932 as time salesman with WOWO Ft. Wayne, Ind., and had been with WBC 25 years before joining WJW, Storer Broadcasting Co. station.

• JOHN E. METTS, formerly business manager of WHIM Providence, elected vp and secretary of Connecticut-New York Broadcasters (WICC-AM-TV Bridgeport, Conn.).

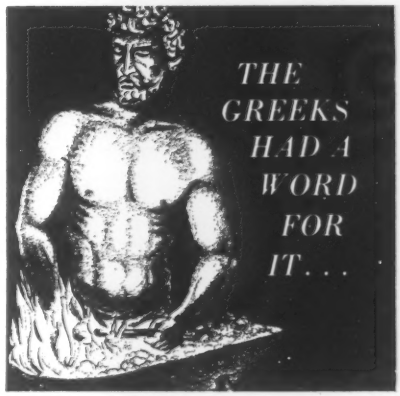
• ROBERT MCMAHAN, director of KREX Grand Junction, Colo., named vp and director of KREX-TV, replacing J. L. ROBINSON, resigned to join KGHL Billings, Mont., as general manager. DOUG WEIKLE, news director of KREX, elevated to director of station, and BILL CLEARY, sports director, promoted to KREX news director.

• CHUCK BLORE, program director of KFWB Los Angeles, promoted to vp in charge of programming.

• C. LESLIE GOLLIDAY, general manager of WEPM-AM-FM Martinsburg, elected president of West Virginia Broadcasters Assn., succeeding ROBERT FERGUSON, WTRF-TV Wheeling. Other elected officers: JOHN SHOTT, WHIS-TV Bluefield, vp, and A. W. VICKERS, WOAY-AM-FM Oak Hill, secretary-treasurer.

• JOE CARSON, WOKK Meridian, elected president of Mississippi Broadcasters Assn. Other officers: HAL MCCARLEY, WBLE Batesville, vp, and CLETE QUICK, WSUH, Oxford, secretary-treasurer.

• ROBERT BRUNTON, formerly director of production facilities, NBC, named director of operations WNTA-TV New-


*VULCAN*
**ΧΑΛΚΕΥΣ**
*ARMORER*

VULCAN (Gr. Hephaestus) called God of Fire, was honored by the Olympian gods because he was the workman of the immortals, their armorer and smith. Even though he was ugly and lame, he had his compensations—for not only was he married to the beautiful Aphrodite, he also had the company of golden handmaidens he had made in his forge, to help him with his work for the gods. As Vulcan was armorer to the gods, so the Cincinnati area is an important armorer to the nation. It is highly industrialized—the home of giant machine tool companies, jet aircraft engine plants, automotive plants, atomic energy producing companies, and hundreds of smaller companies, supplying vital machinery and products to other parts of the country. Ranking 15th in national markets, it is important to every advertiser who wishes to reach the 468,000 homes in the Cincinnati trading area—homes of busy, thrifty, prosperous people.

And the wise advertiser and agency man knows that WCKY is the best buy to reach this prosperous market. WCKY offers the advertiser:

1. Responsive adult audience
2. 50,000 watts of SELLING POWER, covering ALL of the Cincinnati trading area
3. Refreshing, modern music and latest news 24 hours a day
4. Experienced air personalities who SELL your product
5. A prestige station with progressive management.

Call Tom Welstead at WCKY's New York office, or AM Radio Sales in Chicago for the latest facts and figures on Cincinnati and WCKY.

**WCKY**
50,000 WATTS
OF SELLING POWER
Cincinnati, Ohio

ark, N.J., for its Studio Thirteen, located in New York.

MR. CRANE

• FRANK W. CRANE, general manager of Imperial Broadcasting System (KPRO Riverside, KROP Brawley-El Centro, KREO Indio-Palm Springs and KYOR Blythe, all California), elected vp. Mr. Crane, who joined Imperial in 1958, was previously executive vp of KDAY Santa Monica, Calif.

• RALPH W. SMITH, formerly vp of McCann-Erickson, appointed general assistant to president of RPC Radio Network of Panama, S.A.

• ED DAVIS, formerly production manager and air personality of KPRO Riverside, to KYOR Blythe, both California, as station manager, effective May 1.

• LUTHER G. BASSETT, formerly general manager of KBUZ Phoenix, Ariz., to WSAI-AM-FM Cincinnati as national sales manager.

• STANLEY A. BECK, 50, chief engineer and vp in charge of engineering of WONE Dayton, Ohio, died following heart attack April 6 in Dayton.

• PHILIP MAYER named continuity director of WGN-TV Chicago, replacing DON CARRELL, resigned to join Hicks & Greist, N.Y. DAVID ANDRE, on leave of absence with U.S. Army in Chicago, returns to WGN-TV as assistant to program manager, succeeding Mr. Mayer.

• E. LEO DERRICK JR., formerly director of publicity-public relations for "Horn in the West," outdoor drama presented in Boone, N.C., named promotion manager of WFMY-TV Greensboro, N.C.

• DON HARDING, formerly of CBS Radio Network Sales, Chicago, to KIST Santa Barbara, Calif., as general manager.

• HOWARD C. CALDWELL, news director of WTHI-AM-FM-TV Terre Haute, Ind., since 1955, and in that station's news department since 1952, joins WFBM-TV Indianapolis May 4 as news director.

• HENRY V. GREENE JR., assistant sales manager of WBZ-TV Boston, appointed sales manager of KDKA-TV Pittsburgh, effective today (April 20).

• MISS LOUIS LANG, director of public service, WIS-TV Columbia, S.C., appointed director of public affairs programming.

• TED SCHNEIDER WMGM New York director of news and special events and with station since 1936, appointed sales service manager.

• CARL U. TINNON, sales service director of KTVI (TV) St. Louis, named operations manager.

• ROBERT CIASCA, WRCA-AM-TV New York cost and budget accountant, appointed chief accountant for both stations.

• WILLIAM F. BUDDE, formerly comptroller and business manager of KWK and KWK-TV (now KMOX-TV) St. Louis, to KPLR-TV, that city, in similar capacity.

• GEORGE H. WILSON, production supervisor and sales service director of WSTV-TV Steubenville, Ohio, named merchandising-promotion director. ROY LANCASTER, formerly salesman of WSTV-AM-FM, named local sales manager of WSTV-TV. GORDON BISHOP, chief announcer, named program director of WSTV-AM-FM. WALTER MCCROBA to sales staff of WSTV-AM-FM.

• BOB GUY, formerly general manager of KTNT-TV Seattle-Tacoma, Wash., to WWL-TV New Orleans as program director.

• CHUCK EDWARDS, production director and air personality of KELP El Paso, Tex., to KRAK-AM-FM Stockton-Sacramento, Calif., as program director.

• WILLIAM A. HOWARD, manager of technical operations, WRCV-AM-TV Philadelphia, elected chairman of Philadelphia chapter of Institute of Radio Engineers.

• ARTHUR SELIKOFF, news director of KVOX Moorhead, Minn., awarded Eric Sevareid $1,000 Scholarship for graduate study in broadcast journalism at U. of Minnesota School of Journalism. Mr. Selikoff will begin studies in fall and will also hold parttime teaching assistantship.

• BOB LAWRENSON, senior account executive of WINX Rockville, Md., promoted to commercial manager.

• WILLIAM N. ROCK, formerly production manager of WBAL Baltimore, to WWIN, that city, as program director.

• DON MCCARTY, formerly program director of WSAI-AM-FM Cincinnati, to WZIP, that city, as program director and air personality.

• ALBERT BECKER, formerly producer-director of WXEX-TV Petersburg, Va., to WNBF-TV Binghamton, N.Y., in similar capacity.

• JERRY NORMAN, formerly technical director of WIIN Atlanta, Ga., to WMFJ Daytona Beach, Fla., in similar capacity.

• AL HALLAMAN, news editor of WCAE Pittsburgh, to KDKA-AM-FM, that city, in similar capacity.

• WALLY BISHOP, formerly news director of WOI-AM-TV Ames, to KXEL Waterloo, both Iowa, in similar capacity.

• WILLIAM L. FREUDENSTEIN, formerly of Anheuser-Busch, St. Louis, named account executive of KOA Denver.

• J. NEWTON YATES, formerly account executive of KWKW Pasadena, to KALI, that city, in similar capacity. MARTIN BECERRA, formerly announcer of KWKW, to KALI in similar capacity.

• WILLIAM WEIL to WCCC Hartford, Conn., as account executive.

• JAMES W. INGRAHAM, account executive of KHJ Los Angeles, joins KNX Los Angeles-Columbia Pacific Radio Network sales staff.

• LEE SMALLWOOD joins national sales department of WALA-AM-TV Mobile, Ala. Other WALA-TV appointments: MERLE BARACKMAN and BILL O'BRIEN to sales department.

• HOWARD H. KELLER, formerly general manager of WYSR Franklin, Va., to sales department of WBCB Levittown, Pa.

• ROBERT ROBIN LOUIS, formerly of WDMJ-TV Marquette, Mich., to WAVI Dayton, Ohio, as newscaster.

• WEBB RUSSELL, formerly air personality of KUGN-AM-FM Eugene, to KBZY Salem, both Oregon, in similar capacity.

• CHARLIE TROTTA, formerly of WPDQ Jacksonville, Fla., to WMBR-AM-FM, that city, as air personality.

• GEORGE R. PRENTICE, formerly of Associated Press, Little Rock, Ark., and *Birmingham* (Ala.) *News*, to WTVT (TV) Tampa, Fla., as editorial researcher and reporter. Other WTVT appointments: EDWARD E. HERBERT, formerly of CBS, Washington, to newscaster, and JERRY PETERSON, formerly of WKY-TV Oklahoma City, to weathercaster.

• BOB ANCELL, air personality of WERE-AM-FM Cleveland, to WGBS-AM-FM Miami in similar capacity.

• TOM CAMERON, formerly of WKZO-TV Kalamazoo, to WKBZ Muskegon, both Michigan, as air personality.

• ROGER GRIMSBY, formerly news di-

rector of WXIX (TV) Milwaukee, to KMOX-TV St. Louis as news specialist.

• MICHAEL BOYD, formerly announcer of WGAY-AM-FM Silver Spring, Md., to WGMS-AM-FM Washington in similar capacity.

• ART KEVIN, formerly of KBMS (FM) Los Angeles, to KEZY Anaheim, Calif., as announcer. Other KEZY announcers: GLENN E. EDWARDS, formerly sports announcer of KSBW-TV Salinas, and JACK BELL, formerly of KACE Riverside, both California.

### Representatives

MR. BROWNSTEIN

• SAM BROWNSTEIN, Broadcast Times Sales, N.Y., salesman since 1957, appointed national sales manager. Mr. Brownstein was formerly with KFRU and KOMU-TV, both Columbia, Mo., and WWCA Gary, Ind., in various sales capacities.

• GEORGE P. CRUMBLEY JR., formerly manager of Atlanta office of Headley-Reed Co., named southeastern sales manager of CBS Radio Spot Sales.

• LAMONT L. THOMPSON, director of client relations of CBS-TV Spot Sales, named midwest manager for Television Advertising Representatives, Chicago.

### Programming

MR. CHESKIN

• IRVING CHESKIN, economic consultant, appointed to newly created post of executive director of Film Producers Assn., New York. Mr. Cheskin, prior to joining FPA, served as economic consultant for Ford Foundation, Fund for Advancement of Education, International Management Consultants and hospital consulting firm of Will, Folsom & Smith.

• WILLIAM MCGEE, sales representative in Phoenix, Ariz., of Independent Television Corp., named sales manager for western division, headquartering in San Francisco.

• JOSEPH F. GREENE, formerly assistant to vp of sales, ABC Films Inc., N.Y., appointed eastern sales manager for Roy Rogers Syndication Inc., in New York headquarters.

• LIONEL HAMPTON, bandleader and recording star has affiliated with Broadcast Music Inc., N.Y., as writer-member.

### Equipment & Engineering

• GENE K. BEARE, president of Automatic Electric International Inc., Northlake, Ill., appointed to new post of president of Sylvania International, N.Y. Mr. Beare will continue as president of AEI.

• OSCAR LASDON, associate editor of *Banking Law Journal*, N.Y., appointed, along with ROBERT A. MAES, executive vp and director of Donner Foundation, Phila., to board of directors, Allen B. DuMont Labs, Clifton, N.J.

• JACK M. WILLIAMS named by RCA Sales Corp. as manager of advertising and sales promotion. Mr. Williams, who has held similar capacity with RCA Victor Television Div., will continue to handle those lines as well as RCA Victor radio and victrola products. R. E. CONLEY, who had handled advertising for Victor radio and victrola products, reassigned to RCA corporate advertising staff.

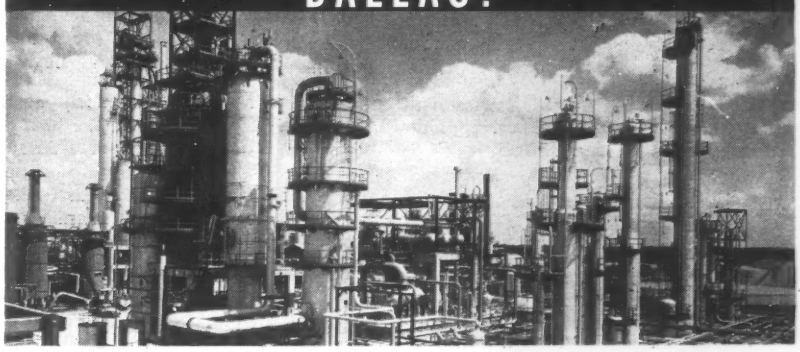
• DAVID BAIN, manager of broadcast transmitter sales, RCA, Camden, N.J., to manager of product division, Muzak Corp. N.Y. Mr. Bain will oversee programming, engineering, research and distribution of recordings.

• ALAN PRESS named national traffic manager of Screen Gems, N.Y., and will handle company's 12 network and national spot programs. SID WEINER appointed syndication traffic manager while JOHN BALLINGER continues as western traffic manager.

• GEORGE W. GRIFFIN JR., formerly vp of Sylvania Electric Products, N.Y., and GEORGE P. NORTON, public relations director for General Telephone & Electronics Corp., N.Y., named vps of Sylvania. ROBERT L. SHAW, general marketing manager, Sylvania Home Electronics, division of Sylvania Electric products, appointed president of newly-formed marketing subsidiary, Sylvania Home Electronics Corp.

• JOHN R. PRICE, advertising director of Gates Radio Co., Quincy, Ill., to


BALTIMORE? TULSA?
DALLAS?



NO, THIS IS "KNOE-LAND"

(embracing industrial, progressive North Louisiana, South Arkansas, West Mississippi)

JUST LOOK AT THIS MARKET DATA

| | | | |
|---|---|---|---|
| Population | 1,520,100 | Drug Sales | $ 40,355,000 |
| Households | 423,600 | Automotive Sales | $ 299,539,000 |
| Consumer Spendable Income | $1,761,169,000 | General Merchandise | $ 148,789,000 |
| Food Sales | $ 300,486,000 | Total Retail Sales | $1,286,255,000 |

KNOE-TV AVERAGES 79.4% SHARE OF AUDIENCE

According to December 1958 ARB we average 79.4% of audience from Sign On to Sign Off 7 days a week. During 363 weekly quarter hours it runs 80% to 98%.

KNOE-TV
Channel 8
Monroe, Louisiana

CBS • ABC
A James A. Noe Station
Represented by
H-R Television, Inc.

*Photo: "The 29,000 barrel-per-day refinery of the Lion Oil Division, Monsanto Chemical Company at El Dorado, Arkansas, where more than 90 petroleum products are made."*

newly-created position of advertising and public relations director.

• ARNO NASH, formerly eastern regional manager, International Rectifier Corp., N.Y., named vp and general manager, radio receptor selenium division, General Instrument Corp., N.Y.

• JOSEPH A. HAIMES, manager, merchandising-entertainment tubes, distributor products department of RCA electron tube division, named manager, administration and controls, Harrison, N.J.

• DR. ROBERT B. GREEN, formerly director, research and development division, Engelhard Industries Inc., Newark, N.J., appointed manager, materials planning, marketing department, RCA semiconductor and materials division, Somerville, N.J.

• DOUGLAS J. UPTON, formerly manager of industrial television division of Kin Tel Electronics, division of Cohn Electronics, San Diego, appointed product manager of industrial television department, industrial products division, ITT, L.A.

• SIDNEY L. SPIEGEL, formerly assistant to manager of manufacturing, semiconductor division, Hughes Aircraft Corp., Culver City, Calif., to Pacific Semiconductors Inc., that city, as general sales manager. He succeeds ROBERT T. DIEHL, resigned to join ITT's industrial products division, San Fernando, Calif.

• L. H. NIEMANN, formerly equipment sales manager-receiving tubes, appointed sales manager-semiconductors, CBS-Hytron, Danvers, Mass.

• EDGAR SNOW, formerly of U.S. Naval Technical Mission and U.S. Army in Japan, named Tokyo managing director of Westrex Co., Orient, subsidiary of Litton Industries.

• RICHARD C. TONNER, section head of Sylvania Electric Products' semi-conductor plant, Woburn, Mass., promoted to manufacturing superintendent of plant.

• BERTRAM G. RYLAND, formerly manager of Palo Alto, Calif., lab of General Electric, named manager of Raytheon Mfg. Co.'s Spencer Microwave Power Tube Lab, Burlington, Mass. PALMER DERBY, with Raytheon since 1942, appointed assistant manager.

• HENRY I. METZ, formerly chief, navigational aids engineering division, Federal Aviation Agency, Washington, named vp in charge of engineering of Capitol Radio Engineering Institute, that city.

## Allied Fields

• DALE HUGHES, formerly production manager of KVKM-TV Monahans, Tex., to Southern Baptists' Radio-Tv Commission, Ft. Worth, Tex., in department of station relations.

• WILLIAM S. LAMPE, formerly director of special projects in office of W. R. Hearst Jr., to Communications Counselors, division of McCann-Erickson, N.Y., as vp.

MR. SHARP

• NUGENT SHARP resigns as electronic engineer in aural, new and changed facilities branch of Broadcast Facilities Div., FCC, to establish consulting radio engineering firm in Washington, D.C. Mr. Sharp will locate in suite 809-11 of Warner Bldg., 13th & E Sts. N.W. Telephone: District 7-4443.

• GEORGE W. THOMASON, formerly owner of WHAP Hopewell, Va., and with Boy Scouts of America since 1952, appointed assistant national director of public relations of BSA, headquartering in New Brunswick, N.J. Mr. Thomason will concentrate on representing organization in radio-tv fields.

## International

• RALPH HART, vp of Spitzer & Mills Ltd., Toronto advertising agency, to vp in charge of broadcasting, McConnell, Eastman Co. Ltd., Toronto agency.

• CHARLES MCGUIRE, formerly of H. N. Stovin & Co., Montreal, Que., to manager, Montreal office of Radio & Television Sales Inc., Toronto station representative firm. He succeeds EMERY RICHMOND who moves to manager of Montreal office of Stephens & Towndrow, Toronto station representative firm.

• WILLIAM T. ARMSTRONG, national audience relations co-ordinator of Canadian Broadcasting Corp., Ottawa, Ont., to national co-ordinator of information services of CBC, Ottawa.

• LLOYD WESTMORELAND, sales manager of CKCK-TV Regina, Sask., to assistant manager. DON TUNNICLIFFE, assistant manager of CKOM Saskatoon, Sask., to sales manager, and DOUGLAS LEE, production manager of CKX-TV Brandon, Man., to production manager of CKCK-TV.

• JACK M. SHORTREED, manager of CJGX Yorkton, Sask., to salesman of CFAC Calgary, Alta.

• BYNG WHITTAKER, freelance announcer of Canadian Broadcasting Corp., Toronto, Ont., elected president of Assn. of Canadian Radio & Television Artists, succeeding NEIL LEROY, elected vp. DENNIS SWEETING elected treasurer and JUNE DENNIS, secretary. All officers are freelance announcers in Toronto.

• KEITH BOWER, account executive of Cockfield Brown & Co., Vancouver, B.C., to sales staff of CKWX Vancouver.

• ROBERT M. BLACK, continuity editor of CJOB Winnipeg, Man., to radio-tv director of McConnell, Eastman & Co., Winnipeg, Man.

• JAMES G. KANE, to radio-tv director of Edmonton, Alta., office of Ronalds Adv. Agency Ltd., Montreal, Que.

• PETER A. MEGGS, national director of information services at Ottawa for CBC, appointed director of CBC station operations in Ottawa area, including CBO, CBOT (TV) and CBOFT (TV), all Ottawa, and shortwave receiving station near Ottawa.

• BOB QUINN, sales representative of Radio Representatives Ltd., Toronto, Ont., to sales manager of tv division.

• JIM GIBSON, commercial manager of CKWS-TV Kingston, Ont., to manager of CKAR Huntsville, Ont.

• F. SPENCER SKELTON, formerly of Ronalds Adv., Montreal, Que., appointed program-commercial manager of CFRA-FM Ottawa, Ont., now operating separately from CFRA-AM.

• TOMMIE DEANS, formery media director, Tandy-Richards Agency, Toronto, Ont., appointed media manager of BBDO's Toronto office.

• WAYNE HARRISON, operator of CKWS-AM-TV Kingston, to similar post at CHEX-TV Peterborough, both Ontario.

• DR. HEINZ HABER, host of KNXT (TV) Los Angeles' *Tales of the Universe*, public affairs science series, has left for Germany to produce and star in German version of same series.

• LYAD D. BROWN, public relations director of CBC, Toronto, to director of information services, in charge of all English-language publicity, publications and audience-relations operations for radio and television.

• LEO LAX, European representative, of National Telefilm Assoc., named general manager in charge of NTA International's activities in Italy, France, Belgium and Luxembourg.

• ESSE W. LJUNGH, national drama supervisor of CBC, Toronto, Ont., loaned for one month to Jamaican government to help in its expansion of broadcasting services.

# TAPING THE GLOBE

## World tv standards accommodated:Ampex

International exchange of tv-tape programs will be greatly simplified by an engineering modification of the standard Ampex VTR machines which, by a simple flip of a switch, change the recording from the U.S. standard to that of any other country, Phillip L. Gundy, Ampex vice president and head of Ampex International, said Wednesday (April 15).

In Los Angeles, where the new operation was demonstrated to delegates from foreign nations to the month-long International Radio Consultative Committee (CCIR) conference (BROADCASTING, April 6), Mr. Gundy noted that up to this time "live television programming could not be exchanged electronically between Europe and North America, for example, or between England, France and the rest of the European continent." (The American tv standard is for a picture of 525 lines, 60 fields per second; the general European standard is 625 lines, 50 fields; England has a 405-line, 50-field standard and France's standard is 819 lines, 50 fields.)

"With the Ampex 'Inter-Switch' modification," Mr. Gundy stated, "a Videotape recorder in Hollywood can record a television program for American television and then switch to the 405-line system to record the same program with 405-line cameras for British television viewers. By the same token, British and continental tv program producers can use 'Inter-Switch' Videotape units to record programming for American audiences as well as for home audiences."

Multi-standard taping, in essence, the Inter-Switch modification permits an Ampex VTR machine to operate on two or more tv standards by appropriate switch settings. A tape made in New York on U.S. standards could be shipped to Rome, say, and played back at U.S. standards on a recorder modified to operate on U.S. as well as European standards. The playback would then be retaped on European standards for use throughout most of the continent. In the demonstration, tapes recorded to both 525-line and 625-line standards were made, using a Marconi Mark III camera chain, also switchable between the two standards, and both Rank Cintel and Marconi 625-line monitors as well as Conrac 525-line monitors.

Ralph E. Endersby, Ampex International marketing manager, said that the Inter-Switch modification will be sold in combinations of two, three or all four tv standards. All Ampex machines presently in use can be modified, he said. In the future, Ampex Videotape recorders made for use abroad (to date about 25% of all sales have been to foreign markets) may have Inter-Switch built in at the factory. No price has been set for the modification, but Mr. Gundy said that it can be expected that the total cost involved will be "far less than the cost of a second recorder."

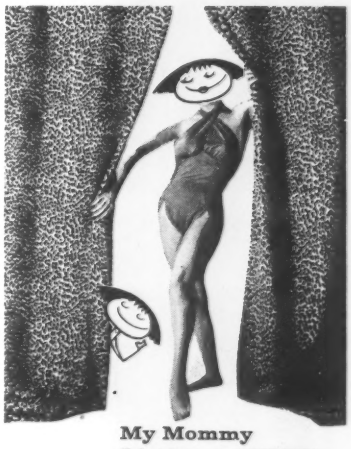
Ampex executives anticipate that a major use of the Inter-Switch operation will be by producers of taped tv programs which they want to distribute in foreign markets, particularly British and European producers seeking distribution in the U.S. They noted that the interchangeability factor which permits programs taped on one Ampex recorder

## Atomic sign-on

The first U.S. atomic-powered radio station went on the air in Cleveland at the Fifth Nuclear Congress. Operating in the amateur 29.06 mc band, the transmitter-receiver installation was powered by an improved model of the Snap III nuclear conversion generator shown for the first time by President Eisenhower last January. The unit uses about one-third of a gram of Polonium 210. Heat produced by the decay of the isotope is converted directly into electricity through a series of thermoelectric couplings.

The new unit is 4½-lbs., 4¾-in. in diameter, with an efficiency of 6½%. The converter shown by President Eisenhower earlier this year was the same size, but was one pound heavier and operated at an efficiency of 5%.

The station, licensed to Richard Berg, an Atomic Energy Commission employe, operated with 3.3 w radiated power. The operator reported contact with other "ham" operators as far away as Albuquerque, N.M., and Burley, Idaho, with reception having been reported from operators in Mexico, France and England. Both the transmitter and receiver use transistors instead of tubes. The transmissions took place April 6-10.

**My Mommy Listens to KFWB**

Glamorous, amorous, working gal or lady-of-leisure . . . most mommies in the L. A. area listen to KFWB.

Buy KFWB . . . first in Los Angeles. It's the thing to do.

Channel 98 my mommy listens to KFWB

6419 Hollywood Blvd., Hollywood 28 / HO 3-5151

ROBERT M. PURCELL, President and Gen. Manager
MILTON H. KLEIN, Sales Manager
Represented nationally by JOHN BLAIR & CO.

**BUYING**

**RATINGS . . . ?**
**COVERAGE . . . ?**
**COST PER THOUSAND . . . ?**

*Then Check*

CHANNEL 3 KTBS TV SHREVEPORT LOUISIANA

*in America's 71st TV market*

*Your PETRY man will fill in details*
NBC ABC
E. Newton Wray
Pres. & Gen. Mgr.

to be played on any other built to the same standard holds good for Inter-Switch tape recordings too.

Asked about color programs, Mr. Gundy said that the U.S. is the only country so far to have established color standards and "we can't build machines without specifications."

## • Technical topics

• Dage Television Div., Thompson Ramo Wooldridge Inc., Michigan City, Ind., has developed a four-pound transistorized tv camera and a 12 lbs. battery powered "backpack" tv transmitter, both of which may be applied for use by tv stations to cover remote news and sports events. Designated the "Tele-Tran" systems, the equipment will provide portable, completely automatic tv transmission gear. Controlled by a single off-on switch on the camera, Tele-Tran can send live pictures one-half mile to a receiver for distribution to monitors at various locations.

• Reeves Soundcraft Corp., Danbury, Conn., announces design revision of its 5" and 7" Soundcraft reels which provide greater strength and permit "professional type reel threading." The reels now have enough space between the spokes to permit the finger to easily hold the tape directly against the hub of the reel, the way found by professionals to be the quickest to load a reel. Added strength comes from thicker flanges, according to Frank B. Rogers Jr., executive vice president of Soundcraft.

• The Turner Co., Cedar Rapids, Iowa, announces the availability of its new catalog on microphones, stands and accessories. Handbook includes illustrations, specifications and descriptions of each product. For a copy, write The Turner Co., 909 17th St., N.E., Cedar Rapids, Iowa.

• Amplifier Corp. of America, N.Y., announces the availability of a new brochure describing its new TransMagnemites, transistorized, battery-operated, spring-motor portable tape recorders. Single and multi-speed models with or without VU meters are listed with their recording characteristics. Brochure may be obtained from Amplifier Corp. of America, TransMagnemite Div., 398 Broadway, New York 13, N.Y.

• Blonder-Tongue Labs, Newark, N.J., releases its newest broadband fm amplifier, B-T model AB-FM, which may be mounted up to 600 feet from the remote control unit near the receiver. The amplifier weighs less than 5 lbs., the remote unit, only 2½ lbs. Price of the AB-FM is $53.95, the same as that of the companion model AB-2, used for boosting signals on the tv band. For descriptive bulletin, write Blonder-Tongue Labs, 9 Alling St., Newark 2, N.J.

• Space Communications Corp., New York has acquired the distribution franchise of closed-circuit television equipment and amateur tv stations, manufactured by Electron Corp., Dallas, Tex., a wholly-owned subsidiary of Ling Electronics, Dallas. Space Communications will distribute the Ling Spectator closed circuit tv equipment and the Ling-Mitter amateur tv stations throughout New England, New York, Pennsylvania, New Jersey, Maryland and Delaware.

• RCA has developed a new material called cathode nickel N132 which will improve the reliability and performance of more than 50 of the company's entertainment type electron tubes, according to John B. Farese, manager, entertainment tube products, RCA Electron Tube Div., Harrison, N.J. Produced by a special vacuum-melting process, the N132 nickel composition will be applied to an extensive line of cathodes which will be made available to other tube manufacturers, RCA reported.

• RCA has shipped a 2-kw transmitter to WGAN-TV Portland, Me. (ch. 15).

# INTERNATIONAL

## 1,000 admen to attend ATV seminar in London

Associated Television Ltd. (tv program contractor), London, will sponsor an all-day seminar at the Royal Festival Hall this June 3. Officials of the Schwerin Research Corp. will offer suggestions to advertisers and agencies, aimed at improving the effectiveness of commercials.

ATV has invited more than 1,000 executives from the United Kingdom and the Continent for the event. Schwerin executives who will speak are Horace Schwerin, president; Anthony J. Hemming, head of the London office and Eric Boden, director of European operations. The seminar will cover such topics as national differences and similarities, pre-testing to find the best sales ideas, economics of product development and ways of communicating.

## • Abroad in brief

• The Canadian government allocated $62.1 million to the government-owned Canadian Broadcasting Corp. for the fiscal year ending March 31, 1959, as against $43 million the previous year. The government also reported an allocation of $100,000 in the 1958-59 fiscal year for the recently-appointed Board of Broadcast Governors, the independent regulatory body which rules over both the CBC and the privately-owned stations.

• Finland joins Eurovision (European-wide tv hookup) May 1.

### Tallest story

Following last month's announcement that WGAN-TV Portland, Me., had chosen a constructor for its 1,619-ft. tower (BROADCASTING, March 30), comes a report that Russia will build a 1,625-ft. tv tower this year. It is said to be the world's highest structure. The new tower will go up at the Dzershinsky Park of Culture & Rest, Ostankino.

• Over-optimistic estimates of the West German radio-tv market by manufacturers is said to be the cause of a mounting surplus of receivers in the country's manufacturing plants. Overall production increase for 1958 is given at a rate of 14% (about 4.7 million units in 1957 to about 5.3 million units last year). German sources say that nearly 1.6 million television receivers and 3.8 million radios were produced in 1958. In 1957, 810,000 tv sets and nearly 3.9 million radios were manufactured.

• The Ottawa Parliamentary Press Gallery admitted its first radio-tv member Tuesday (April 14) when Sam G. Ross, Ottawa representative for 10 western radio stations, was granted membership.

• CFAX Victoria, B.C. (Saanich Broadcasting Co.), is slated to commence operations next July 1. Address: 1205 Quadra St., Victoria; telephone: EV 4-8198; president: Ellison Queale; vice president: Jack Allison; manager: Roy V. Parrett. CFAX is on 810 kc with 1 kw.

## Chicago trade groups load promotion guns

Various Chicago trade organizations are involved in the promotion of three major projects this year: the International Trade Fair, a system of local tv "Emmy" awards and a gridiron dinner and talent showcase.

The organizations: Chicago Unlimited, devoted to the promotion of that city's talent, civic, cultural and other pursuits; Chicago Federated Adv. Club; Broadcast Advertising Club; Academy of Tv Arts & Sciences local chapter, and the Chicago Assn. of Commerce & Industry.

Their respective projects were crystallized at last week's meeting of CU officers and board of directors, which gave a green light for each of the campaigns. Henry Ushijima, John Colburn Assoc. film studios and CU president, presided over the meeting.

Details of the promotions:

(1) CFAC will sponsor the gridiron dinner-show at the Morrison Hotel April 27, with CU providing the talent review. (2) CU will organize a sales presentation of local talent, facilities and services in broadcasting, film and recording fields for exhibit at the trade fair next July, in cooperation with the Chicago Assn. of Commerce and Industry. (3) CU will solicit an affiliation with BAC for sponsoring a system of local industry awards not covered by the National Academy of Tv Arts & Sciences and CFAC, to be presented at a joint CU-BAC luncheon next December. The local ATAS chapter will hold its own tv awards dinner in connection with the national Emmys telecast May 6, presenting honors to local performers. Task forces have been set up for all three projects.

**Ad grill** • Getting ready for the Chicago advertising lampoon April 27: Frank M. Baker (l), partner in Grant, Schwenck & Baker and president of Chicago Federated Advertising Club, and James G. Hanlon, public relations manager of WGN-AM-TV Chicago.

## Saturation send-off snags WILX-TV viewers

An all-media promotional blast heralded the birth of ch. 10 WILX-TV Onondaga, Mich., a commercial-educational, share-time operation with Michigan State U.'s WMSB (TV) (BROADCASTING, March 16).

The debut was noticed. WILX-TV is getting a stream of voluntary mail, running to 450 pieces per day, to prove that people are tuning the new channel. Also, the NBC-TV affiliated station reports it has just about sold out all availabilities in the "better time periods." WILX-TV is owned by its president and general manager, John C. Pomeroy, and Edward E. Wilson, vice president. The station is represented by Venard, Rintoul & McConnell.

WILX-TV sendoff promotion included saturation schedules of radio jingles and production spots on WILS Lansing, WIBM Jackson, WBCK Battle Creek and WABJ Adrian, all Michigan. Sunday, March 15, was "Channel 10 Day," by proclamation of Gov. G. Mennen (Soapy) Williams. There was editorial coverage in 54 newspapers, states WILX-TV, totaling 370 columns of space, including a 24-page tv tabloid section in the *Lansing State Journal*. The station advertised in 11 dailies and 33 weeklies throughout its target week. There was also a direct mail campaign and various promotional stunts. Liaison promotion was secured with 450 tv dealers in the area. Network support for the new station came in the form of network air salutes and voices of NBC-TV stars in an automatic telephone message gimmick.

WILX-TV later will sponsor a "Miss Lansing of 1959" contest and a series of open-house parties in its studios in Lansing, Jackson and Battle Creek. A "Popeye" picnic is also planned.

### Six-year batting averages

Ten Wisconsin stations and one Minnesota outlet in the Milwaukee Braves regional radio network have been honored with plaques for six years of promoting baseball.

The presentations were made at a


TOP MAN
on the Totem Pole

23 OF TOP 25 SHOWS All On WREX-TV

| Rank | Program | Rating | Station |
|---|---|---|---|
| 1. | I've Got a Secret | 53.6 | WREX-TV |
| 2. | The Millionaire | 53.1 | WREX-TV |
| 3. | Program X | 52.2 | Sta. B |
| 4. | Jack Benny | 50.2 | WREX-TV |
| 5. | G. E. Theater | 49.8 | WREX-TV |
| 6. | Father Knows Best | 49.4 | WREX-TV |
| 7. | Gunsmoke | 48.8 | WREX-TV |
| 8. | Lawrence Welk | 46.9 | WREX-TV |
| 9. | Danny Thomas | 46.5 | WREX-TV |
| 10. | Person to Person | 46.3 | WREX-TV |
| 11. | State Trooper | 45.2 | WREX-TV |
| 12. | The Lineup | 45.2 | WREX-TV |
| 13. | Lassie | 44.8 | WREX-TV |
| 14. | Playhouse 90 | 44.5 | WREX-TV |
| 15. | Red Skelton | 44.4 | WREX-TV |
| 16. | Program X | 44.4 | Sta. B |
| 17. | Have Gun, Will Travel | 43.5 | WREX-TV |
| 18. | Bing Crosby | 43.2 | WREX-TV |
| 19. | December Bride | 42.7 | WREX-TV |
| 20. | What's My Line | 41.2 | WREX-TV |
| 21. | Name That Tune | 41.2 | WREX-TV |
| 22. | Disney Presents | 40.2 | WREX-TV |
| 23. | Ed Sullivan | 40.2 | WREX-TV |
| 24. | U. S. Marshal | 39.9 | WREX-TV |
| 25. | Pat Boone | 39.5 | WREX-TV |

METROPOLITAN ROCKFORD ARB—
FEB. 9—MAR. 8, 1959
Demonstrating *AGAIN* WREX-TV's Audience Leadership

WREX-TV
CHANNEL 13 ROCKFORD

**Circus on a street of showmen** • Roanoke, Va., shoppers scramble for gift certificate balloons at the climax of a cooperative sales effort. It was the triumphant end of what might have been a month of depression.

Merchants on Roanoke's Church Ave. looked for the worst when their busy street was closed for repairs. Assessing the situation, businessmen and WSLS-AM-TV Roanoke turned the upheaval into a show, "Operation Big Shovel."

They ordered 50 tv announcements and 100 on radio, inviting people to "come see the biggest show in Roanoke; watch the street being dug up." "Sidewalk superintendents" were made comfortable in chairs and benches.

During the first and third weeks of Big Shovel month, a WSLS disc jockey originated his weekday afternoon show from Church Avenue. WSLS-TV took its 90-minute program, *The Saturday Show,* to the avenue one week. Merchants put on fashion shows, dances and other special events. So pleased were they with the neighborhood spectacular that WSLS-TV came back for two more. The final show was an avenue re-opening party.

The epilogue was written when merchants on the stricken avenue checked sales figures for the month. This year's exceeded those for the comparable period in 1958. Even allowing for the Easter upsurge, they were pleased. The WSLS stations were satisfied, too. They helped out business and made the project pay, $3,500 in time sales for the promotion.

Braves-broadcasters' luncheon party held by Mathisson & Assoc., Milwaukee advertising agency.

The stations and broadcasters honored were KFIZ Fond du Lac (Emory Martin), WJPG Green Bay (John Walter), WHBY Appleton (Lew Process), KDHL Faribault (Minn.) (Joe Hyde), WEMP (Hugh Boice) and WTMJ Milwaukee (Bob Heiss), WCLO Janesville (Vern Williams), WNAM Neenah (Don Wirth), WBEL Beloit (Joe Moen), WISC Madison (Ralph O'Connor) and WKTY La Crosse (a special award to Herb Lee). The Braves network comprises 41 stations, all of which were commended for their promotional activities.

Among the luncheon speakers were Edward Ball, advertising and merchandising director, Miller Brewing Co.; Robert Atkinson, vice president, Clark Oil Co.; William A. Jordan, midwest states sales manager, P. Lorillard & Co.; Jack Severson, radio-tv director, Mathisson & Assoc., Earle Gillespie and Blaine Walsh, sports announcers. Representatives of Tatham-Laird (for Clark) and Lennen & Newell (for Lorillard's Kents and Old Gold cigarettes) also were present.

## Russians want WBT series

Radio Moscow wants to hear *Radio Moscow,* the WBT Charlotte, N.C., series based on Russian propaganda broadcasts (BROADCASTING, March 16, Jan. 19). The Charlotte station has received a request from Radio Moscow's Eugenia Stepanova that it send "a few of these programs on tape for our information." WBT is shipping the tapes and billing the Russians at the same rate as WMBR Jacksonville, KSAY San Francisco and other stations using the program.

Radio Liberation is beaming *Radio Moscow* to Iron Curtain countries via transmitters in Germany and Formosa.

## KYA awards a million

KYA San Francisco put on a "Be a French Millionaire" contest and found an authentic winner. Nearly two million numbered matchbooks were distributed by the Bay Area Plymouth Dealers Assn., and a number from one of the matchbooks was announced over KYA each hour until a listener called in with the correspondingly numbered book of matches. The winner, by coincidence a French-born listener, collected a million French francs ($2,050) and a $150 stereophonic phonograph.

## WRC-TV has admen to capital

A group of 45 New York admen attended a WRC-TV Washington open house April 9 to celebrate the first an-

niversary of NBC's Washington headquarters building (BROADCASTING, May 26, May 19, 1958).

Arriving in Washington by special plane, the group had a police escort to the NBC headquarters where they were greeted by Robert E. McLaughlin, president of the District of Columbia Board of Commissioners.

After a tour of the building, reception and lunch, the admen went to Griffith Stadium to see Vice President Richard M. Nixon throw the first ball of the baseball season.

## Selling summertime

Summer is a season of sunburn, soda pop and sinking sales for some television stations. Sun and soda are obviously here to stay, but WTVP (TV) Decatur, Ill., determined to do something about summer selling.

The result: a promotion-packed brochure, *103 Ideas to Hypo Summer Sales,* containing the suggestions of 75 tv stations across the country.

Ben K. West, general manager of WTVP, sent out questionnaires to every tv station. Those replying had their ideas incorporated into the brochure without identification although all cooperating stations are listed at the rear of the booklet. All received several copies of *103 Ideas,* which was produced by WTVP without cost to the participating station.

The basic theme of the book is contained in one of the first promotions: "We planned for summer—not around it." In contrast to the defeatist attitude of many stations, this outlet thought positively. Specifically, it:

• Offered a "two for one sale," giving one free spot for every one bought. The result was that 7 out of 30 sponsors stayed on during the winter at regular rates.

• Held a "sales contest for salesmen," with money prizes to spur incentive.

• Held "special weekend remotes like stockcar races."

Other ideas advanced by stations who had beat the summer doldrums were:

• Move a teenage dance show to the local swimming pool.

• Sell department stores on previews of fall fashions as well as back-to-school supplies.

• Emphasize the "package plan," by sending salesmen out to garner resort business for a "Vacationland Show." A "tourist package" also was outlined with a target of motels, restaurants and other tourist centers. One station commented, "Get the leaders of a community interested in such a project and you have it made."

Copies of the brochure can be obtained by writing to WTVP.

## • Drumbeats

• WTAR Norfolk, Va., has erected a studio on the roof of a local drive-in. Plans are for d.j. Lou Nelson's *Nightwatch* (8-11 p.m.) to come from the specially-built booth each weeknight during the summer.

• KNOE Monroe, La., got Gov. and Mrs. Earl Long of Louisiana to take a run in its new promotion vehicle, a copy of an early Oldsmobile horseless carriage, at the governor's mansion in Baton Rouge.

• Jack Thayer, general manager, WDGY Minneapolis-St. Paul has given $250 to the Minneapolis Aquatennial Assn. for transportation of a silver service from *U.S.S. Minneapolis.* Minneapolis presented the silver to the ship in 1895. When the ship was decommissioned, the Navy said the city could have the service back if somebody paid the shipping cost.

• More than 500 letters were sent to WALT Tampa telling why the senders hated its d.j. Dave Archard. The contest offered a wrist watch for the best letter. At the end of the contest Mr. Archard went on vacation and listeners were asked to write "Come Back Dave" letters. This time nearly 700 pieces of mail were received at WALT.

• WCPO Cincinnati has added a solid block of music from 12:15 to 5:30 a.m., extending the schedule to 24 hours. The new segment carries neither commercials nor continuity, only music and required station breaks.

• A nine-day campaign by KLIF Dallas d.j.'s helped raise $25,424.44 for a Fort Worth orphanage after a wing under construction was razed by a near-tornado. The campaign culminated in a KLIF record hop in Fort Worth's Pioneer Palace that attracted more than 5,000 persons.

• KTVU (TV) San Francisco-Oakland signed on two hours early today (April 20) to brief an estimated 40,000 American Cancer Society workers on how to conduct their fund raising campaign.

• WKBW-TV Buffalo, N.Y., is letting viewers produce a new panel show, *By Public Demand,* a series of debates on local and national affairs. Viewers suggest panelists and topics for discussion.

• A float depicting a giant television screen, entered in a local parade by KFDM-TV Beaumont, Tex., won two awards: best entry and best commercial float. On the tv-screen float, one of 61 in the parade, were girls from KFDM-TV's coverage area.

• A double concert by Wayne King & His Orchestra is one of the WWST

One hundred eleven* national and regional spot advertisers know **Terre Haute is not covered effectively by outside TV**

*Basis: 1958

WTHI-TV CHANNEL 10 CBS ABC

TERRE HAUTE, INDIANA

Represented Nationally by Bolling Co.,

Los Angeles - San Francisco - Boston - New York - Chicago - Dallas

**Laughing on the outside** • The singer above is entitled to his stripes. He is a convict, one of 20 inmates from Southern Michigan Prison who presented an hour variety show from studios of WJIM-TV Lansing, Mich. The prisoners, including burglars, robbers, forgers and one man convicted for murder, were transported to Lansing under heavy guard via prison bus. A large force of prison security officers stood guard off camera. Judge Dale Souter, appearing on the program, offered words of encouragement to the men (some eligible for parole) and outlined his Prisoners Anonymous plan for rehabilitating criminals.

Wooster, Ohio, May promotions. Most of the tickets for the concerts (May 9) will be given to advertisers for their customers. The rest go to the public for contributions to The March of Dimes.

• About $1,000 was given away by CKNW Vancouver, B.C., in its "Bucks for Billboards" contest. The station put up 83 billboards in its coverage area and invited listeners to submit a letter informing it of a billboard's location. Eight times a day an entry was drawn and the sender given $1.

## Top 10 for Ray-O-Vac

The Ray-O-Vac Co. (lighting equipment), Madison, Wis., has announced winners of its 1958-59 "Radio Announcers Top 10" contest. Announcers of 129 stations carrying the company's commercials were asked to submit tapes of ad-lib Ray-O-Vac announcements.

The winners: Charlie Greer, WAKR Akron, Ohio (who wins a two-week, expense-paid vacation for two at Northernaire Resort, Three Lakes, Wis., or $1,000); Robert M. Luck, KGU Honolulu (one week vacation for two at Northernaire or $500).

Stan Matlock, WKRC Cincinnati; Reese Rickards, WTAG Worcester, Mass.; Dave Schellenberger, WWSW Pittsburgh, Pa.; Bill Baker, WIBC Indianapolis; Denzil Finney and Sam Polland, WCHS Charleston, W. Va.; Doug Pledger, KNBC San Francisco; Foster Brooks, WHAM Rochester, N.Y., and Jack Purrington, WQAM Miami (all won award certificates and camping lights).

Ray-O-Vac's agency is Howard H. Monk & Assoc., Rockford, Ill.

## KTTV (TV) local spectaculars

Something new is being added to Southern California television, a series of local spectaculars, each running anywhere from one to three hours, to be broadcast at intervals of approximately one month for the next 12 months by KTTV (TV) Los Angeles, sponsored by Riviera Mfg. Co. to advertise its convertible sofa-beds.

The series starts April 28 at 8-9 p.m. with *The Dictators,* hour-long study of Latin American "strong men," past and present, filmed in the Dominican Republic by Paul Coates, KTTV newscaster-commentator, and including interviews with Fulgencio Batista and Juan Peron, former rulers of Cuba and Argentina. Other programs in the series will include the tv premieres of two motion pictures, "Pride and Prejudice" and "Kon-Tiki," a filmed account of the adventures of a Southern California family in Europe and a year-end summary telecast which will emphasize the local scene.

## With the coach 100%

WAZL Hazleton, Pa., staffers have contributed 100% ($3,600) to the city's second Can-Do (Greater Hazleton Community-Area New Development Organization Inc.) fund drive. Victor C. Diehm, WAZL general manager and head of the Vic Diehm Radio Group, is head of the Northeast Pennsylvania Industrial Development Commission and a board member of the Pennsylvania Industrial Developmen. Authority. These groups have raised $500,000, half this year's goal. The first Can-Do campaign, also supported by all the WAZL staff, was instrumental i. bringing four new industries into a depressed area. WAZL also gives all-out broadcast support to the drives.

## One-man band

Michael Wynne-Willson is a radio personality who sells his own show and gets the sponsors to merchandise it. In this way, he put *Music and Michael,* a daily hour over WESX Sussex, Mass., on a paying basis from the beginning 13 weeks ago and has kept the promotion circle unbroken ever since.

The Monday-Friday origination from the Wynne-Willson home, Mendip Cottage in Hamilton, Mass., is underwritten by a group of businesses on Boston's North Shore, the "Combined Radio Advertisers." This is a number, averaging 15, organized by Mr. Wynne-Willson, who offers them either two minutes per program or an identification (name, service, address, telephone number and an ad-lib sentence elaborating). All are provided with printed flyers plugging *Music and Michael* and suitable for enclosure with products and mail.

But the enterprising m.c. goes further than that, suiting the promotion opportunity to the sponsor. While calling on a theatre client one day, he noticed the manager's telephone-answering unit working continually. Mr. Wynne-Willson (British born) got the manager to use him to record the answering tapes, with this result: "Hello! I am so glad you called. I've been waiting for you to call for ages. Now, I can tell you that starting today 'The Old Man and the Sea' is playing at the Fine Arts Theatre [etc. about the motion picture]. . . . Before you go, just let me tell you about my program. I am Michael Wynne-Willson and seem to be associated with *Music and Michael,* a daily program between 11 and 12 noon over WESX. We don't have much money but we do have fun on *Music and Michael,* so do join us tomorrow if you can, will you?"

Other accounts publicize the show in print advertising, product brochures and in other ways. One method succeeded in spite of itself. S.S. Pierce, Boston grocer and importer, gave the WESX personality a box of imported Dutch cookies to peddle. The plan was to mark them *"Music and Michael* Special Cookies," but something went wrong and they came out marked only "Special." Mr. W-W, "a little put out by this," told listeners to ask for the cookies which were *not* marked *"Music and Michael Special."* He reports the result: "They were sold out in 10 days, for it seems that these good people marched in and said just what I suggested, which delighted S.S. Pierce."

# Station Authorizations, Applications

*As Compiled by* BROADCASTING

**April 9 through April 15. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.**

## Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. *—educational. Ann.—Announced.

## New Tv Stations

### ACTIONS BY FCC

**Los Angeles, Calif.—Sherrill C. Corwin,** Granted uhf ch. 34 (590-596 mc); ERP 251 kw vis., 137 kw aur.; ant. height above average terrain 2782 ft., above ground 142 ft. Estimated construction cost $265,000, first year operating cost $250,000, revenue $250,000. P.O. address 122 S. Robertson, Los Angeles. Studio location Los Angeles. Trans. location Los Angeles County. Geographic coordinates 34° 13' 40" N. Lat., 118° 04' 01" W. Long. Trans.-ant. RCA. Legal counsel John Brenner, Beverly Hills. Consulting engineer Harold W. Jury, Northridge, Calif. Mr. Corwin, owner KBAY-TV San Francisco and 15% KAKE-AM-TV Wichita, Kan., KPRO Riverside, KROP Blythe, KYOR Brawley and KREO Indio, all Calif., will be sole owner. Ann. Apr. 9.

**Waycross, Ga.—State Board of Education,*** Granted vhf ch. 8 (180-186 mc); ERP 316 kw vis., 158 kw aur.; ant. height above average terrain 1032 ft., above ground 1085 ft. Estimated construction cost $418,000, first year operating cost $82,000. P.O. address Room 219, State Office Bldg., Atlanta. Studio location 1007 Mary St., Waycross. Trans. location 2.5 miles S. of Hasty, in Waresboro. Geographic coordinates 31° 13' 12" N. Lat., 82° 34' 26" W. Long. Trans.-ant. RCA. Legal counsel Krieger & Jorgensen, Washington. Consulting engineer A. Earl Cullum Jr., Dallas. Ann. April 10.

## Existing Tv Stations

### CALL LETTERS ASSIGNED

KTLG (TV) Hot Springs, Ark.—Southwest Operating Co.

KCND-TV Pembina, N.D.—Community Radio Corp.

## Translators

**Show Low Tv Inc., Show Low, Ariz.**—Granted cp to replace expired permit for new tv translator station on ch. 80 to translate programs of KGUN-TV (ch. 9), Tucson. Ann. April 15.

**Canby T. V. Club, Canby, Calif.**—Granted new cp to replace expired permit for tv translator station (K76AL) on ch. 76 to translate programs of KVIP-TV (ch. 7) Redding; no change in facilities. Ann. April 9.

**Likely TV Club, Likely, Calif.**—Granted cp for new tv translator station on ch. 74 to translate programs of KOTI (ch. 2) Klamath Falls, Ore.; conditioned that, pursuant to Sec. 319(a) of Communications Act, construction of transmitting facilities will not be licensed until license application clearly indicates that construction was not commenced until after grant of this authorization. Ann. April 9.

**Paul Kafoury, Newport, Ore.** — Granted cp for new tv translator station on ch. 71 to translate programs of KGW-TV (ch. 8) Portland, to serve Newport and Otter Rock. Ann. April 15.

**Umatilla Rural Television Inc., Pendleton, Ore.**—Granted cp for new tv translator station on ch. 77 to translate programs of KXLY (TV) (ch. 4) Spokane, Wash. Ann. April 9.

## New Am Stations

### ACTIONS BY FCC

**Tempe, Ariz.—John L. Breece** Granted 1060 kc, 500 w. P.O. address Box 436, Lander, Wyo. Estimated construction cost $53,000, first year operating cost $40,000, revenue $55,000. Mr. Breece, sole owner, is president and approximately one-third owner of KOVE Lander, Wyo. Ann. April 15.

**Pueblo, Colo.—Steel City Bcstg. Co. Inc.** Granted 1480 kc, 1 kw, DA, D. P.O. address E. E. Koepke, 1601 W. Jewell Ave., Denver, Colo. Estimated construction cost $38,619, first year operating cost $48,000, revenue $60,000. Owners are **Frank E. Amole Jr., Ewald E. Koepke** (each 40%) and **Richard M. Schmidt Jr.** (20%). Mr. Amole is 50% owner of KDEN Denver. Mr. Koepke is 50% owner of KDEN. Mr. Schmidt is attorney. Ann. April 15.

**Valdosta, Ga. — Norman O. Protsman** Granted 1450 kc, 250 w, S. H. P.O. address Box 655, Live Oak, Fla. Estimated construction cost $4,315, first year operating cost $19,000, revenue $36,000. Mr. Protsman, owner WNER Live Oak and WMAF Madison, both Florida, will be sole owner. Ann. April 15.

**Jerseyville, Ill. — Tri-County Bcstg. Co.** Granted 1480 kc, 500 w, DA-D. P.O. address % **Wilbur J. Meyer,** 357 Cherry St., Pittsfield, Ill. Estimated construction cost $16,528, first year operating cost $36,000, revenue $48,000. April 9.

**East Grand Forks, Minn. — Merlin Obie** Granted 1590 kc, 1 kw D. P.O. address 715 5th St., S.W. Wadena. Estimated construction cost $15,945, first year operating cost $38,000, revenue $52,000. Sole owner, Mr. Obie, owns one-third of KWAD Wadena. Ann. April 15.

**Liberty, Tex.—J. A. Robinson IV & Elmer J. Griffin Sr.** d/b as **Liberty Bcstg. Co.** Granted 1050 kc, 250 w DA, D. P.O. address % J. A. Robinson IV, 814 Third St., Morgan City, La. Estimated construction cost $18,600, first year operating cost $39,200, revenue $54,750. Principals include Mr. Robinson (51%), chief engineer-general manager-minority owner, KMRC Morgan City, La., and Mr. Griffin (49%), driller for oil company. Ann. April 15.

**Cheyenne, Wyo. — Robert S. Pommer** Granted 1290 kc, 1 kw, D. P.O. address 70 25th Ave., San Francisco, Calif. Estimated construction cost $25,700, first year operating cost $36,000, revenue $47,000. Mr. Pommer is in paint contracting. Ann. April 15.

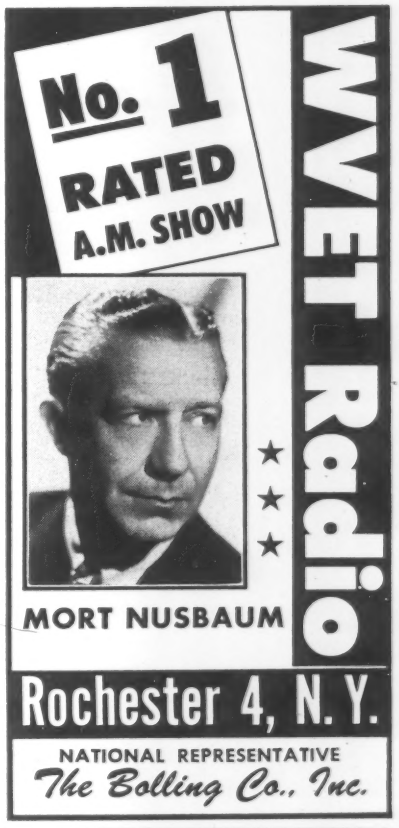
### APPLICATIONS

**West Memphis, Ark. — Garrett Bcstg. Corp.,** 730 kc, 5 kw D. P.O. address 646 Highland Dr., Cape Girardeau, Mo. Estimated construction cost $70,764, first year operating cost $84,620, revenue $105,000. Applicants are **William F. Garrett** (50%), **Bernice Schwartz** (25%) and **Cora Lee Garrett** (25%). Mrs. Garrett and Mrs. Schwartz formerly had interest in KATZ St. Louis. Ann. April 13.

**Gainesville, Fla.—Southern Broadcasting of Marianna Inc.,** 1390 kc, 5 kw D. P.O. address Box 519, Panama City, Fla. Estimated construction cost $19,541, first year operating cost $36,000, revenue $45,000. Applicants are **Denver T. Brannon** and **John A. Dowdy** (49% each) and others. Mr. Brannon owns KCIL Houma, La., WCOA Pensacola and WDLP-AM-FM Panama City, both Florida. Mr. Dowdy has interest in WMGR Bainbridge, Ga. Ann. April 15.

**Elkton, Md.—Suburban Bcstg. Corp.,** 1550 kc, 250 w D. P.O. address 2901 Philadelphia Savings Fund Bldg., Philadelphia 7. Estimated construction cost $25,160, first year operating cost $36,000, revenue $45,000. Applicants are **Leon E. Pamphilon** (52%), **Glenn L. Musser** (23%) and **Howard S. Frazier Inc.** (23%). Mr. Pamphilon is U.S. government employe, Mr. Musser is research engineer, and Howard S. Frazier Inc. is Washington, D.C., business consultant firm. Ann. April 13.

**Lansing, Mich.—Triad Television Corp.,** 1010 kc, 500 w D. P.O. address 752 Touraine, East Lansing. Estimated construction cost $58,054, first year operating cost $60,000, revenue $95,000. Applicant is owned by **C. Wayne Wright** (36%) and 24 others. Triad

In the big, rich
CHARLOTTE Market
COMPARE
✓TOTAL Coverage
✓METRO. AREA Coverage
✓TIME COSTS
THE LATEST N.S.I.
(Nov.-Dec. '58)
again PROVES
WIST
gives you more,
much more for
your radio dollar!
Dollar for dollar, no other Charlotte station even closely approaches the value delivered by WIST . . . according to Nielsen, the No. 1 Metro Area station which also delivers a whopping audience outside the Metro Area.
For a revealing comparison, check the Nov.-Dec. N.S.I., or call your nearest P-G-W Colonel.
3911
WIST best radio buy in Charlotte
A BROADCASTING COMPANY OF THE SOUTH STATION

has minority interest in WALM Albion, Mich. Ann. April 13.

**Poplar Bluff, Mo.—Gertrude Baker,** 1550 kc, 10 kw D. P.O. address Box 444, Doniphan, Mo. Estimated construction cost $49,350, first year operating cost $50,000, revenue $75,000. Mrs. Baker is in real estate business. Ann. April 15.

**Medford, Ore.—Medford Bcstrs.,** 860 kc, 1 kw D. P.O. address % Alexander & Co., 233 Sansome St., San Francisco, Calif. Estimated construction cost $27,131, first year operating cost $45,000, revenue $52,000. Applicants are (25% each) **Diana Crocker Redington, William H. Crocker II, Alexander M. Casey** and **Genevieve deDamphiere Casey.** None has previous broadcast interests. Ann. April 15.

## Existing Am Stations

### ACTIONS BY FCC

**WWIL Fort Lauderdale, Fla.** — Granted change on 1580 kc from 1 kw, DA-1, unl., to 1 kw-N, 10 kw-LS, DA-2; engineering conditions. Ann. April 9.

**WKMH Dearborn, Mich.**—Granted authority to transmit programs from Briggs Stadium, Detroit, and other American League baseball parks to station CFRA Ottawa, Canada, for period ending Oct. 16. Ann. April 9.

**WJBL Holland, Mich.**—Granted increase of power from 500 w to 5 kw, continuing operation on 1260 kc, DA, D; engineering conditions. Ann. April 9.

### APPLICATIONS

**KMAK Fresno, Calif.**—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1340 kc). Ann. April 13.

**KRNO San Bernardino, Calif.**—Cp to increase daytime power from 250 w to 1 kw, except when KPPC is operating; install new trans. (1240 kc). Ann. April 15.

**WFTM Maysville, Ky.**—Cp to increase daytime power from 250 w to 1 kw and install new trans. (1240 kc). Ann. April 13.

**WHCU Ithaca, N.Y.**—Cp to change power from 1 kw limited to 1 kw—5 kw limited and install new trans. (Petition for request of waiver of Sec. 1.351(b)(1) of rules.) (870 kc). Ann. April 15.

**KOZI Chelan, Wash.**—Cp to change frequency from 1220 kc to 1230 kc, change hours of operation from DA to unl., using power of 250 w, 1 kw-LS, make changes in trans. equipment for nighttime operation. Ann. April 15.

### CALL LETTERS ASSIGNED

WGOH Grayson, Ky.—Carter County Bcstg. Inc.

WJAN Ishpeming, Mich.—Tri-City Bcstrs. Inc.

KXXL Bozeman, Mont.—XX Bcstg. Corp. Changed from KXLQ.

WGHQ Saugerties, N.Y.—Skylark Corp. Changed from WSKN.

KSTH St. Helens, Ore.—L. Bernice Brownlow.

KWAM Memphis, Tenn.—KWEM Inc. Changed from KWEM.

KLBS Livingston, Tex.—F. J. Griffin Jr. Changed from KTET.

WGAT Gate City, Va.—Gate City Bcstg. Co.

## New Fm Stations

### ACTIONS BY FCC

**Redlands, Calif.—Southwest Bcstg. Inc.** Granted 96.7 mc, 1 kw. P.O. address 6399 Wilshire Blvd., Los Angeles. Ann. April 15.

**San Diego.—E. F. Weerts.** Granted 94.9 mc. 7.5 kw. P.O. address 3005 Midway Drive. Estimated construction cost $20,650, first year operating cost $30,000, revenue $40,000. Mr. Weerts owns Zanzibar Dining Room. Ann. April 15.

**Altoona, Pa.—Triangle Publications Inc.** Granted 98.1 mc, 33 kw. P.O. address 400 N. Broad St., Philadelphia. Estimated construction cost $31,900, first year operating cost $18,200. Applicant owns WFBG-AM-TV Altoona, WFIL-AM-FM-TV Philadelphia, WLBR-TV Lebanon, all Pennsylvania; WNBF-AM-FM-TV Binghamton, N.Y., and WNHC-AM-FM-TV New Haven, Conn. Ann. April 15.

**Lancaster, Pa.—Percy B. Crawford.** Granted 94.5 mc, 20 kw. P.O. address Box 1, Philadelphia 5. Estimated construction cost $59,345, first year operating cost $30,000, revenue $33,000. Applicant is president Young Peoples' Church of the Air Inc. Ann. April 15.

**San Antonio, Tex.—Sunshine Bcstg. Co.** Granted 98.1 mc, 25 kw. P.O. address 2008 Jackson St., Dallas. Estimated construction cost $25,000, first year operating cost $15,000, revenue $15,000. Applicant is licensee of KTSA San Antonio, McClendon station. Ann. April 15.

### APPLICATIONS

**Fort Wayne, Ind.—Sarkes Tarzian Inc.** 95.1 mc, 49.6 kw. P.O. address East Hillsdale Drive, Bloomington, Ind. Estimated construction cost $28,700, first year operating cost $30,000, revenue $20,000. Applicant owns WTTS, WTTV-FM-TV Bloomington, and WPTA (TV) Roanoke, Ind. Ann. April 13.

**Kansas City, Mo.—National-Missouri T.V. Inc.** 102.1 mc, 56 kw. P.O. address 1837 S. Vermont Ave., Los Angeles 54. Estimated construction cost $40,595. Applicant owns WDAF-AM-TV Kansas City. Ann. April 13.

**Pittsburgh, Pa.—Allegheny Bcstg. Corp.** 106.7 mc, 30.6 kw. P.O. address 411 Seventh Ave., Pittsburgh. Estimated construction cost $43,800. Applicant owns KQV Pittsburgh, and is owned by **American Broadcasting-Paramount Theatres Inc.** which owns WABC-AM-FM-TV New York, WENR-FM, WBKB (TV) Chicago, KGO-AM-FM-TV San Francisco, KABC-AM-FM-TV Los Angeles, WXYZ-AM-FM-TV Detroit and half-interest in WLS Chicago. Ann. April 13.

**Memphis, Tenn.—WDIA Inc.** 102.7 mc, 5.18 kw. P.O. address Box 5125, Memphis. Estimated construction cost $11,874. Applicant owns WDIA Memphis, and is owned by **WOPA Inc.,** Oak Park, Ill. Ann. April 13.

**Charlottesville, Va.—Eastern Bcstg. Corp.** 97.7 mc, 3.38 kw. P.O. address Rose Hill Drive. Estimated construction cost $8,040, first year operating cost $6,500, revenue $7,000. Applicant owns WCHV Charlottesville. Ann. April 15.

## Existing Fm Stations

### APPLICATION

**WJMO-FM Cleveland Heights, Ohio**—Cp to change frequency from 95.3 mc, ch. 237 to 92.3 mc, ch. 222, increase ERP from 1 kw to 25.8 kw, increase antenna height above average terrain from 250 feet to 280 feet, install new antenna and trans, change antenna-trans location. Ann. April 13.

### CALL LETTERS ASSIGNED

WAHR (FM) Huntsville, Ala. — James Arnold Hornbuckle.

WJWR (FM) Palmyra, Pa.—William N. Reichard.

KFMP (FM) Port Arthur, Tex.—Triangle Bcstg. Co.

## Ownership Changes

### ACTIONS BY FCC

**KHAT Phoenix, Ariz.**—Granted transfer of control from **Geoffrey A. Lapping** to **Harvey Raymond Odom** (interests in KMOP Tucson, Ariz., and KHEY El Paso. Tex.); consideration $73,000. Ann. April 15.

**KIFN Phoenix, Ariz.**—Granted acquisition of positive control by **H. Walker Harrison** through purchase of stock from **Frank P. Redfield, Henry J.J. Steffens Jr.** and **Edgar B. Pool;** consideration $135,000. Ann. April 15.

**KCUB Tucson, Ariz.**—Granted assignment of licenses to **Boffard Bcstg. Corp.** (Ralph R. Boffard); consideration $200,000 and agreement that assignor will not engage in radio business for five years within 25-mile radius of Tucson. Ann. April 9.

**KPOD Crescent City, Calif.**—Granted assignment of cp to **Universal Electronics Network** (KPON Anderson, Calif.); stock transaction. Comr. Bartley dissented; Comr. Lee absent. Ann. April 15.

**KTIP Porterville, Calif.**—Granted assignment of license to **Gateway Bcstrs. Inc.** (Gareth F. Garlund, president); consideration $102,500 and agreement that assignor will not engage in radio business in Tulare County for five years. Ann. April 9.

**WGRO Lake City, Fla.**—Granted assignment of license to **Columbia County Bcstg. Co.** (Donald E. Dockery, president); consideration $25,262. **John A. Dowdy,** vp, owns WMGR Bainbridge, Ga., and has interest in WJOT Lake City, S.C. Ann. April 15.

**WAXE Vero Beach, Fla.**—Granted assignment of licenses to **R. M. Chamberlin** (WRGR Starke, Fla.); consideration $65,000 and agreement that assignor will not engage in radio business for six years within the county. Ann. Apri 9.

**WGOA Winter Garden, Fla.**—Granted assignment of license to **John B. Cook Jr.** (WKKO Cocoa, Fla.); consideration $57,000 and agreement that assignor will not engage in radio broadcast for five years within 30-mile area. Ann. April 9.

**KHON Honolulu, Hawaii**—Granted assignment of license to **KHON Bcstg. Inc.** (H. G. Fearnhead, president); consideration $125,000. Ann. April 9.

**KASO Minden, La.**—Granted assignment of license from **Cyril Reddock** and **Ralph L. Hooks** to **Frederick A. W. Davis** and **Jimmie H. Howell,** d/b **Minden Bcstg. Co.;** consideration $41,333. Mr. Davis owns WGLC Centreville, Miss. Ann. April 15.

**WCRR Corinth, Miss.**—Granted transfer of control from **C. H. Quick, J. R. Adams** and **John O. Leslie** to **George W. Scott Jr.,** and **Carl Welch;** consideration $8,650. Ann. April 15.

**WSMN Nashua, N.H.**—Granted assignment of license to **1590 Bcstg. Corp.** (Gerald Q. Nash, president); consideration $148,500. Ann. April 15.

**WBNY-FM Buffalo, N.Y.**—Granted assignment of license and SCA to **Functional Bcstg. Inc.** (WDDS-FM Syracuse); consideration $65,000. Ann. April 9.

**KASA Elk City, Okla.**—Granted assignment of license from **Jackson R. Webb** and **Carl Stephens** to **Bob D. Garrison** and **H. H. Huntley,** d/b **Garrison-Huntley Enterprises** (KHHH Pampa, Tex.); consideration $36,875. Ann. April 9.

**WLEM Emporium, Pa.**—Granted transfer of control from **Cameron Mfg. Corp.** to **James A. Spotts** and **Dean L. Closs;** consideration $35,000. Ann. April 9.

**WERI Westerly, R.I.**—Granted assignment of license to **Rhode Island-Connecticut Radio Corp.** (Augustine L. Cavallaro, president); consideration $100,000 and agreement that assignor will not compete for five years within 25-mile area. Ann. April 15.

**KLYK Spokane, Wash.**—Granted transfer of control from **Harold Lampel** to **Marie Storm Taft, Archie Taft Jr.** and **W. L. Simpson;** consideration $43,000. Marie Storm Taft owns majority stock in KOL Seattle and Archie Taft Jr. owns majority stock in KBKW Aberdeen. Ann. April 9.

**KVAN Vancouver, Wash.** — Granted assignment of license to **Star Bcstg. Inc.** (Don W. Burden, president, and other stockholders have interest in KOIL Omaha, Neb.; KMYR Denver, Colo., and KWIK Pocatello, Idaho); consideration $580,000. Ann. April 15.

### APPLICATIONS

**KGHI Little Rock, Ark.**—Seeks assignment of license from **Radio Arkansas** to **KGHI Inc.** for approximately $130,000. Purchasers are **Michael J. Heller** (50%) and **Eugene M.** and **Judith F. Kramer** (25% each). Mr. Kramer is in motion picture theatre business and Mr. Heller is in real estate. Ann. April 15.

**KLX Oakland, Calif.**—Seeks assignment of license from **Tribune Bldg. Co.** (J. R. Knowland) to **KEWB Bcstg. Corp.** for $750,000. KEWB Bcstg. Corp. is owned by **Crowell-Collier Publishing Corp.** which owns KFWB Los Angeles. Ann. April 13.

**KBET-TV Sacramento, Calif.**—Seeks assignment of license from **Sacramento Telecasters Inc.** to **Great Western Bcstg. Corp.,** parent company of licensee. No consideration involved. Ann. April 15.

**WTTT Arlington, Fla.**—Seeks assignment of license from **Regional Bcstg. Co.** to **Theodore Weber** for $125,000. Mr. Weber is former advertising manager *Philadelphia Daily News.* Ann. April 15.

**WTYS Marianna, Fla.**—Seeks assignment of license from **John H. Phipps** to **Jack Howard Mann** for $30,000. Mr. Mann is network radio salesman at ABC. Ann. April 13.

**WEAR-TV Pensacola, Fla.**—Seeks assignment of license from **Gulfport Bcstg. Inc.** to **Rollins Telecasting Inc.** for $1,075,000. Rollins owns WAMS Wilmington and WJWL Georgetown, both Delaware; WNJR Newark, N.J.; WRAP Norfolk, Va.; WGEE Indianapolis; WBEE Harvey, Ill.; KATZ St. Louis and WPTZ (TV) (North Pole, N.Y. Ann. April 15.

**WALT Tampa, Fla.**—Seeks transfer of control of **Tampa Bcstg. Inc.** from **Emil J. Arnold, Robert Wasdon** and **Jack Siegel** to **Consolidated Sun Ray Inc.** for $120,000 and employment of present owners as consultant for 10 years at $3,000 annually. Applicant owns WPEN-AM-FM Philadelphia. Ann. April 15.

**WWTB Tampa, Fla.**—Seeks assignment of license from **Tison Bcstg. Co.** to **WPIT Inc.** for $240,000. WPIT Inc. is licensee of WPIT Pittsburgh. Principal owners **Allen H., Jack N.** and **Louis Berkman** and **John J. Laux,** also have interests in **WSTV Inc.,** licensee of WSTV-AM-FM-TV Steubenville, Ohio; KODE-AM-TV Joplin, Mo.; WBOY-AM-TV Clarksburg, WPAR-AM-TV Parkersburg, both West Virginia; and KMLB-AM-FM Monroe, La. Ann. April 15.

**KEVL White Castle, La.**—Seeks transfer of control of **Big League Bcstg. Inc.** from **J. E. Van Valkenburg, William C. Lee Jr.** and **Elayn Hunt** to **Charles E. Schwing Jr.** for $50,000. Mr. Schwing has interests in newspaper and real estate ventures. Ann. April 15.

**KOTE Fergus Falls, Minn.**—Seeks transfer

of 30% of **Northland Bcstg. Corp.** from **Carroll E. Crawford,** present 80% owner to **Kingsley H. Murphy Jr.,** present 20% owner, for $3,0000. After transfer, each will own 50%. Ann. April 15.

**WMBC Macon, Miss.**—Seeks transfer of control of **Confederate Bcstg. Inc.** from **Mr. and Mrs. Ned Butler** to **William Tyler** for $6,000. Purchase price includes WJHB Talladega, Ala., which was previously announced. Ann. April 15.

**KLEX Lexington, Mo.**—Seeks assignment of license from **Lexington Bcstg. Co.** to **Lexington Bcstg. Inc.,** both owned by **Ralph E. Meador, Ray L. Yeoman** and **William L. Smith Sr.** No consideration involved. Ann. April 15.

**WIDU Fayetteville, N.C.**—Seeks assignment of license from **Daniel F. Owen** to **WIDU Bcstg. Inc.** owned by Mr. Owen (35%) **T.E. Leeper** (35%) **William D. Bailey** (15%) and **W.B. Belche** (15%). No financial consideration involved. Ann. April 15.

**WKTC Charlotte, N.C.**—Seeks transfer of control of **Queen City Bcstg. Co.** from **T. C. Wood Jr.** and **R. D. Kennerly** to **J. Olin Tice Jr.** for $120,000. Mr. Tice is CBS New York announcer and has interests in WMYB Myrtle Beach, WBLR Batesburg, and WCAY Cayce, all South Carolina and WKEN Dover, Del. Ann. April 13.

**WNNJ Newton, N.J.**—Seeks assignment of license from **Sussex County Bcstrs.** to **Sussex County Bcstrs. Inc.** No consideration involved. Ann. April 15.

**KSRC Socorro, N.M.**—Seeks assignment of license from **John Blake** to **Socorro Bcstg. Co.** owned by **C. E. Franklin** (91%) and others for $50,000. Mr. Franklin is owner WCEF Parkersburg, W.Va. Ann. April 15.

**WRVM Rochester, N.Y.**—Seeks assignment of license of **Rochester Bcstg. Inc.** from **Harry Trenner** to **State Bcstg. Inc.** for $210,000. Applicants are **Frank W. Miller Jr.** and **Lee W. Miller.** (50% each). Frank Miller owns interest in Kelly-Smith Co., newspaper representatives which owns majority of stock in Headley-Reed Co. which owns interest in WKOW-AM-TV Madison, Wisc. Mr. Miller also owns interest in Fall River Herald News Publishing Co. which owns WSAR Fall River, Mass. Lee Miller is wife of Frank Miller. Ann. April 15.

**WABQ-AM-FM Cleveland, Ohio**—Seeks assignment of license from **Tuschman Bcstg. Co.** to **Tuschman Bcstg. Corp.** No consideration involved. Ann. April 13.

**KWON Bartlesville, Okla.**—Seeks assignment of license from **Bartlesville Bcstg. Co.** to **Horace C. Boren** for $240,000 (through exchange of KZEE Weatherford, Tex., at $125,000, Texas real estate valued at $90,000 and $25,000 each). Mr. Boren is present owner KMUS Muskogee, Okla., and KZEE. Ann. April 15.

**KADO Marshall, Tex.**—Seeks transfer of control of **Marshall Bcstg. Corp.** from **William F. Sinkin, Bernard Lifshutz, Loretta Bernard** and **Arthur M. Gochman** to **John F. Thorwald,** (97%) and others for $1,500. Assignees in turn are assigning interest in licensee to **Lone Star Steel Co.** Ann. April 13.

**KGKB Tyler, Tex.**—Seeks assignment of license from **Ron Litteral Enterprises Inc.** to **Oil Center Bcstg. Co. (L. S. Torrans** and **Bryan L. Scott,** 49% each), for $12,000. Mr. Torrans is in oil production business and Mr. Scott is in radio-tv parts. Ann. April 13.

**KZEE Weatherford, Tex.**—Seeks assignment of license from **Horace C. Boren** to **Bartlesville Bcstg. Co.** For consideration see KWON Bartlesville, Okla., above. Ann. April 15.

## Hearing Cases

### FINAL DECISIONS

By order, Commission made effective immediately **Feb. 18** initial decision, as modified by Commission, and granted application of Georgia State Board of Education for new tv station to operate on commercial ch. 8 in Waycross, Ga. Ann. April 10.

By order, Commission (1) granted motion by Broadcast Bureau to strike appeal by Frederick J. Bassett and William E. Sullivan, d/b **K-UHF** (TV), for review of Aug. 7, 1958 initial decision and (2) made effective immediately that initial decision and granted application of Sherrill C. Corwin for new tv station to operate on ch. 34 in Los Angeles, Calif., and denied competing application of **K-UHF** (TV). Ann. April 9.

By order, Commission affirmed Aug. 27, 1958 initial decision, as modified by Commission, and granted application of Liberty Bcstg. Co. for new am station to operate on 1050 kc, 250 w, DA, D, in Liberty, Tex. Ann. April 15.

By memorandum opinion and order, Commission, on petition for reconsideration by Tri-County Bcstg. Co., granted latter's application for new am station to operate on 1480 kc, 500 w, DA, D, in Jerseyville, Ill., which had been in consolidated hearing with application of Radio Missouri Corp. (WAMV), East St. Louis, Ill. Ann. April 9.

By order, Commission granted petition by Norman O. Protsman and made effective immediately March 2 initial decision, as modified by Commission, granting Protsman application for new am station to operate on 1450 kc, 250 w, during specified hours 6 a.m. to 7 p.m., in Valdosta, Ga. Ann. April 15.

By order, Commission, on petition by Irving Braun, made effective immediately March 18 initial decision and granted Braun's application to change facilities of WEZY Cocoa, Fla., from 1480 kc, 1 kw, D, to 1350 kc, 1 kw-N, 500 w-D, DA-N. Ann. April 9.

By order, Commission, on petition by KWEW Inc., made effective immediately March 17 initial decision, waived Sec. 3.24 (b)(7) of rules and granted application to increase daytime power of KWEW Hobbs, N.M., from 1 kw to 5 kw, continuing operation on 1480 kc, DA, with 1 kw-N. Ann. April 9.

By memorandum opinion and order, Commission granted petition for reconsideration by Radio South Inc. (WXLI), Dublin, Ga., removed its application from hearing, and granted mod. of cp to change facilities from 1440 kc, 1 kw, D, to 1230 kc, 250 w, unl.; engineering condition. Ann. April 9.

### INITIAL DECISION

Hearing Examiner J. D. Bond issued initial decision looking toward (1) dismissing applications of Tim Brite Inc., for mod. of cp of WTOV-TV to operate on ch. 13 in lieu of ch. 27 in Norfolk, Va., and Virginian Television Corp. for new tv station to operate on ch. 13 in Norfolk, and (2) granting application of Peninsula Bcstg. Corp. for mod. of cp of WVEC-TV to operate on ch. 13 in lieu of ch. 15 in Hampton, Va. Involves merger agreements. Ann. April 15.

### OTHER ACTIONS

Majority of Commission on April 15 directed preparation of document looking toward adopting modified initial decision of Aug. 14, 1958, which affirmed Oct. 5, 1955, grant of application by Williamsport Radio Bcstg. Associates Inc., for new am station (WARC) to operate on 1380 kc, 1 kw, D, in Milton, Pa., denial of protest by Lycoming Bcstg. Co. (WLYC), Williamsport, Pa., and grant of WARC's application for mod. of cp to authorize change in trans. site, equipment and studio location. Ann. April 15.

Commission denied motion by Bakersfield Bcstg. Co. (KBAK-TV, ch. 29), Bakersfield, Calif., for additional time from 20 to 40 minutes for it to present argument in oral argument in proceedings on KBAK-TV's protests to grants of applications of Pacific Bcstrs. Corp. and Kern County Bcstg. Co. for new tv stations to operate on chs. 39 and 17, respectively, in Bakersfield. Ann. April 15.

By memorandum opinion and order, Commission denied petition by Walter T. Gaines for partial reconsideration of Dec. 12, 1958, decision which (1) granted protest by Community Service Bcstg. Corp. (WCSS), Amsterdam, N.Y., and (2) revoked July 18, 1957, grant of cp and denied application of Gaines for new am station (WGAV) to operate on 1570 kc, 1 kw, D, in Amsterdam. Chmn. Doerfer not participating; Comr. Cross dissented. Ann. April 15.

By memorandum opinion and order, Commission granted petition by Tribune Publishing Co. to extent of adding following issue in proceeding on its application and Fisher Broadcasting Co. for new tv stations to operate on ch. 2 in Portland, Ore.: "To determine in light of common ownership by Fisher's Blend Station Inc. and Messrs. Gamble and Lane (stockholders in Station KOIN-TV Portland, Ore.) of stock in Fisher's Television Company, licensee of tv station KOMO-TV Seattle, Wash., whether grant of Fisher Bcstg. Co. (owned 60% by Fisher's Blend Station Inc.) application would have adverse impact upon competition among tv stations in Portland, Ore., area contrary to public interest." Chmn. Doerfer not participating. Ann. April 15.

By order, Commission granted in part petition by Southeastern Indiana Bcstrs. Inc., and dismissed, but with prejudice, its application for new am station to operate on 1450 kc, 100 w, unl., in Jeffersonville, Ind., which was in consolidated hearing with application of Northside Bcstg. Co. for same facilities with 250 w; July 23, 1958 initial decision looked toward granting Northside application and denying Southeastern. Ann. April 9.

By memorandum opinion and order, Commission denied petition by Community Bcstrs. Association Inc., for reconsideration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of that part of June 2, 1958 report and order in Docket 12064 which rejected Association's request for mandatory power increase, in favor of rules adopted which provided for acceptance and consideration on case-by-case basis of Class IV am station applications for increases in daytime power up to 1 kw instead of 250 w minimum previously provided. Comr. Cross absent. Ann. April 9.

By memorandum opinion and order, Commisson denied joint protest by WMBO Inc. (WMBO) and Auburn Publishing Co. (WMBO-FM), Auburn, N.Y., to Feb. 11 grant, with condition, to Herbert P. Michels for mod. of cp to change trans. site and type trans. of am staton WAUB Auburn. Ann. April 9.

By letter, Commission advised Cameron A. Warren (KRCW-FM), Santa Barbara, Calif., that his letter and telegram directed against Feb. 19 grant without hearing of application of Western Bcstg. Co. to reduce ERP of KDUO (FM) Riverside, Calif., from 81 kw to 72 kw and ant. height from 1,690 ft. to 1,630 ft., continuing operation on 97.5 mc, do not furnish sufficient basis upon which to reconsider grant. Ann. April 9.

By memorandum opinion and order, Commission granted motion by Dan Richardson and struck exceptions filed by Joseph M. Ripley Inc., to Aug. 19, 1958 initial decision which looked toward granting Richardson application for new am station to operate on 550 kc, 1 kw, D, in Orange Park, Fla., and denying Ripley application for same facilities in Jacksonville. Ann. April 9.

By memorondum opinion and order, Commission denied petition by Kansas Bcstrs. Inc., for enlargement of issues in proceeding on its application and that of Salina Radio Inc., for new am stations to operate on 910 kc, 500 w, DA, D, in Salina, Kans. Ann. April 9.

Commission scheduled oral argument on May 8 on application of Granite State Bcstg. Inc. (WKBR), Manchester, N.H. Ann. April 15.

**Richard L. DeHart, Mountlake Terrace, Wash.; KVOS Bellingham, Wash.; Lake Washington Bcstg. Co., Bothell, Wash.; KPDQ Portland, Ore.**—Designated for consolidated hearing applications for new am stations to operate daytime only on 800 kc of DeHart with 250 w, Lake Washington with 500 w; KVOS (790 kc, 1 kw, DA-N, unl.) to increase daytime power to 5 kw, and KPDQ (800 kc, 1 kw, D) to increase power to 5 kw; made KWIL, Albany, Ore., and KXA Seattle, Wash., parties to proceeding; denied request by Lake Washington for extension of time to May 16 to amend application to specify different frequency. By letter, granted request by KXA Inc., not to consolidate in above hearing its application to increase power from 1 kw to 50 kw and change hours of operation from daytime to unl. time, continuing operation on 770 kc, and advised KXA that its application is being held without action pending conclusion of clear channel proceeding. Ann. April 15.

**George T. Hernreich, Patteson Brothers, Jonesboro, Ark.**—Designated for consolidated hearing applications for new tv stations to operate on ch. 8. Ann. April 9.

**Bamray Bcstg. Co., Top Bcstrs. Inc., San Antonio, Tex.; The Natalia Bcstg. Co., Natalia, Tex.**—Designated for consolidated hearing applications for new am stations to operate on 1480 kc, 500 w, D—Bamray and Top with DA. Ann. April 15.

**Inter-Cities Bcstg. Co., Livonia, Mich.**—Designated for hearing application for new am station to operate on 1220 kc, 1 kw, DA, D; made WGAR Cleveland, Ohio, party to proceeding. Ann. April 9.

**Yakima Television Corp., Charles R. White, John W. Powell, Yakima Valley Television Co., Yakima, Wash.**—Designated for consolidated hearing applications for new tv stations to operate on ch. 23; denied request by Yakima to dismiss Powell's application. Ann. April 15.

**Birney Imes Jr., Newport Bcstg. Co., Crittenden County Bcstg. Co., West Memphis, Ark., KTRY Bastrop, La.**—Designated for consolidated hearing applications of Imes, Newport and Crittenden for new am stations to operate on 730 kc, 250 w, D, and KTRY to increase power from 250 w to 500 w, continuing operation on 730 kc, D; made WARB Covington, La., party to proceeding. Ann. April 15.

**WROA Gulfport, Miss.; Lionel B. DeVille, Franklin, La.**—Designated for consolidated hearing application of WROA to increase power from 1 kw to 5 kw, continuing operation on 1390 kc, D, and DeVille for new am station to operate on 1390 kc, 500 w, DA, D. Ann. April 9.

**North Shore Bcstg. Inc., Wauwatosa, Wis.; Suburbanaire Inc., West Allis, Wis.**—Designated for consolidated hearing applications for new am stations to operate on 1590 kc, 1 kw, DA, D. Ann. April 9.

**Binder-Carter-Durham Inc., Herbert T. Graham, Lansing, Mich.** — Designated for consolidated hearing applications for new am stations to operate on 1010 kc, DA-D—Binder-Carter with 250 w, and Graham with 500 w. Ann. April 9.

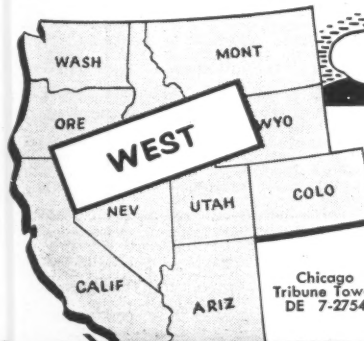
**KATZ St. Louis, Mo.** — Designated for hearing application for additional time to change nighttime facilities from 1 kw to 5 kw and change DA. Station is licensed on 1600 kc, 5 kw-D, 1 kw-N, DA-N. Ann. April 9.

**Entertainments and Amusements of Ohio Inc., Solvay, N.Y.**—Designated for hearing application for new am station to operate on 1320 kc, 500 w, DA, D; made WOSC Fulton, N.Y., party to proceeding. Denied petition by Star Bcstg. Inc. (WTLB), Utica, that it be made party to proceeding. Ann. April 9.

**WPTT (TV) Augusta, Me.**—Being advised that application for authority to change trans. location approximately 2.7 miles southeast of present location, to increase ant. height from 497 ft. to 946 ft., and make equipment changes, indicates necessity of hearing. Ann. April 9.

## Routine Roundup

Commission addressed following telegram to Mr. Bert Combs, allegedly candidate for Governor of Kentucky, in response to his question as to whether Section 3.654 of Commission rules requires aural as well as visual sponsorship announcements in connection with political spot announcements: "Reurtel March 31 concerning sponsor identification of political spot announcements. Sec. 3.654(a) of rules provides that station broadcasting a sponsored program shall make 'an appropriate announcement' that the program is sponsored. (See also Sec. 317 of Act.) The Commission's rule does not require an aural announcement. Purpose of rule is to provide a full and fair disclosure of facts of sponsorship. Responsibility for determining whether visual or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aural announcement is appropriate lies with licensee." Ann. April 9.

Commission has revised, as of Feb. 10, its list of transmitters and monitors considered acceptable for use in aural broadcast services (am and fm), provided operation is in accordance with rules and that technical specifications for such equipment as set forth in list are not exceeded. "Radio Equipment List Part B, Aural Broadcast Equipment," includes those transmitters which had been type approved under rules existing prior to June 30, 1955. Under present rules, type acceptance is required for transmitter listing; for monitors, type approval requirements continue applicable. Designation "F9" in Emission column indicates fm broadcast equipment type accepted for multiplex operation.

It is not possible for Commission to print list in sufficient quantity to permit general distribution. However, copies will be available for inspection at Commission's offices in Washington, D.C., and at each of its field offices. Industries and others interested may reproduce list in whole or in part if they so desire. Arrangements may be made through Technical Research Division of Office of Chief Engineer for loan of copy for this purpose.

## BROADCAST ACTIONS

### by Broadcast Bureau

### Actions of April 10

**WDBM, Statesville, N.C.**—Granted assignment of licenses to **Iredell Bcstg. Corp.**

**WSOC-AM-FM-TV Charlotte, N.C.**—Granted assignment of licenses to **Carolina Bcstg. Co.**

**WSB-TV Atlanta, Ga.**—Granted mod. of cp to change trans. from auxiliary to alternate main trans.; ant. 1010 ft.

**WCOR Lebanon, Tenn.**—Granted mod. of cp to change type trans.

**WHOT Campbell, Ohio**—Granted mod. of cp to change type trans. without prejudice to whatever action Commission may deem appropriate as a result of action taken on pending application for renewal of license.

**WAUB Auburn, N.Y.**—Granted extension of completion date to June 21; without prejudice to whatever action Commission may deem necessary as result of any decision reached in any comparative hearing held pursuant to Commission's memorandum opinion and order released Dec. 5, 1958, involving Radio Stations WAUB, WMBO-AM-FM.

**WHOT Campbell, Ohio**—Granted extension of completion date June 10; without prejudice to whatever action Commission may deem appropriate as result of action taken on pending application for renewal of license.

**KZOL Muleshoe, Tex.**—Granted authority to sign-off at 4 p.m., CST, for period ending July 10.

### Actions of April 9

**WROM Rome, Ga.**—Granted mod. of license to change studio location and remote control point to Dempsey-Covington Bldg., 5th Ave., Rome, Ga.

**WINE Kenmore, N.Y.**—Granted cp to change ant.-trans. location to Chestnut Ridge Rd., Amherst, N.Y., and make changes in ant. and ground systems.

**WTAQ La Grange, Ill.**—Granted cp to add vhf ant. on top of tower No. 3 (north-center) of WTAQ directional antenna system; conditions.

**KABC Los Angeles, Calif.**—Granted cp to reduce height of S. E. tower of DA system by removing top mounted fm antenna; conditions and without prejudice to such action as Commission may deem warranted as result of its final determinations: (1) with respect to the conclusions and recommendations set forth in report of Network Study staff; (2) with respect to related studies and inquiries now being considered or conducted by Commission.

**WRCA-TV New York, N.Y.**—Granted cp to change type of trans. and make other equipment change; ant. 1440 ft. (main trans. & ant.)

**WWTV (TV) Cadillac, Mich.**—Granted cp to install auxiliary ant. system at the main trans. site.

**WBAL-TV Baltimore, Md.**—Granted mod. of cp to change type transmitters and make minor equipment changes (aux. trans. & ant.)

**KBOY-FM Medford, Ore.**—Granted mod. of cp to increase ERP to 800 w; condition.

**KHSJ Hemet, Calif.**—Granted mod. of cp to change type trans. and make changes in ant. system.

**KYA-FM San Francisco, Calif.**—Granted mod. of cp to decrease ERP to 14.5 kw; change type ant. and make changes in trans. equipment; remote control permitted; condition.

**WPLK Rockmart, Ga.**—Granted mod. of cp to change trans. location and type trans.; condition.

**WCMN Arecibo, P.R.**—Remote control permitted (main trans.).

**WTND Orangeburg, S.C.**—Remote control permitted.

Following stations were granted extensions of completion dates as shown: *WHHS (FM) Havertown, Pa., to Aug. 1; WRFB Tallahassee, Fla., to June 30; *KCMI (FM) Los Angeles, Calif., to June 30.

**KPRK Livingston, Mont.**—Granted authority to sign-off at 9 p.m. local time, Mon. through Sat., for period ending June 10.

**WCNR Bloomsburg, Pa.**—Granted authority to sign-off at 7:05 p.m. for period ending Sept. 30, except for special events at which time station may operate up to licensed sign-off time.

**WPIT Pittsburgh, Pa.**—Granted authority to sign-off at 7 p.m. for period ending Aug. 31.

### Actions of April 8

**KOME Tulsa, Okla.**—Granted assignment of license to Charles W. and Connie I. Holt and Robert Robinson.

**WAGE Leesburg, Va.** — Granted assignment of license to **Leesburg Bcstg. Corp.**

**WELD Fisher, W.Va.**—Granted assignment of license to **South Branch Bcstg. Corp.**

**KZUN Opportunity, Wash.**—Granted assignment of license to **KZUN Inc.**

***WKCR-FM New York, N.Y.** — Granted mod. of cp to increase ERP to 4.2 kw; increase ant. height to 640 ft.; change ant.-trans. location and type ant.; remote control permitted.

**KPSO Falfurrias, Tex.**—Granted mod. of license to change name to J. W. Stewart and Bob G. Hicks d/b KPSO Ltd.

**WSOK Savannah, Ga.** — Remote control permitted.

**KJAN Atlantic, Iowa**—Granted authority to sign-off at 7 p.m. for period May 1 through Aug. 31.

**WKTL Sheboygan, Wis.**—Granted authority to sign-off at 6 p.m., CST, for period ending Aug. 31.

**WELO Tupelo, Miss.**—Granted extension of completion date to June 1.

### Actions of April 7

***KOKH (FM) Oklahoma City, Okla.**—Granted mod. of license to change name to Independent School District No. 89, Oklahoma County, Okla.

**KIXZ Amarillo, Tex.**—Granted mod. of

*Continued on page 111*

## SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING through April 15

| | ON AIR Lic. | ON AIR Cps | CP Not on air | TOTAL APPLICATIONS For new stations |
|---|---|---|---|---|
| AM | 3,317 | 35 | 122 | 648 |
| FM | 562 | 34 | 142 | 77 |
| TV | 453[1] | 67 | 106 | 103 |

## OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through April 15

| | VHF | UHF | TOTAL |
|---|---|---|---|
| Commercial | 439 | 81 | 520[3] |
| Non-commercial | 32 | 9 | 41[4] |

## COMMERCIAL STATION BOXSCORE

As reported by FCC through March 31, 1959

| | AM | FM | TV |
|---|---|---|---|
| Licensed (all on air) | 3,313 | 562 | 450[1] |
| CPs on air (new stations) | 31 | 32 | 67[2] |
| CPs not on the air (new stations) | 123 | 141 | 104 |
| Total authorized stations | 3,467 | 735 | 667 |
| Applications for new stations (not in hearing) | 496 | 49 | 42 |
| Applications for new stations (in hearing) | 146 | 23 | 61 |
| Total applications for new stations | 642 | 72 | 103 |
| Applications for major changes (not in hearing) | 535 | 38 | 41 |
| Applications for major changes (in hearing) | 48 | 0 | 15 |
| Total applications for major changes | 583 | 38 | 56 |
| Licenses deleted | 0 | 0 | 0 |
| CPs deleted | 0 | 0 | 2 |

[1] There are, in addition, eight tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 37 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

[3] There have been, in addition, 211 television cps granted, but now deleted (44 vhf and 167 uhf).

[4] There has been, in addition, one uhf educational tv station granted but now deleted.

ALLEN KANDER
AND COMPANY
NEGOTIATORS FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS
EVALUATIONS
FINANCIAL ADVISERS
WASHINGTON
1625 Eye Street, N.W.
NAtional 8-1990
NEW YORK
60 East 42nd Street
MUrray Hill 7-4242

# CLASSIFIED ADVERTISEMENTS

*(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)*

- SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.*
- DISPLAY ads $20.00 per inch—*STATIONS FOR SALE advertising require display space.*
- All other classifications 30¢ per word—*$4.00 minimum.*
- No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc, sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

## RADIO

### Help Wanted—Management

**Station manager** for new station in south Florida. Prefer sales background. This is your chance to grow with new organization. Excellent opportunity for aggressive man. Send personal and business resume to Box 480K, BROADCASTING.

**Top calibre** local salesman-sales manager for leading California station. Best ratings, power and facilities in market. Must sell personally and direct four-man staff. Major city, pleasant living. Guarantee $7,000 plus bonus incentive assuring $10,000-$12,000 with room to go up. Must excel all phases local, national, merchandising. Prefer late twenties, thirties. Imagination, desire, real willingness to work essential. Truly great opportunity for right man. All replies confidential. Box 567K, BROADCASTING. Write all, with picture, first letter.

**Station manager wanted**—for New York state regional. Contact A. D., Room 508, 66 Court Street, Brooklyn, New York.

**Aggressive manager** for new music and news operation at Gallup, N.M. Must have top references. Management experience helpful but not absolutely necessary. Would consider top commercial man from southwest. Contact Ken Kendrick, KENN, Farmington, N.M.

**Manager-salesman** for new daytimer Crescent City, California. Small market sales-operation experience required. Incentive plan. Photo, resume, KPOD, Box 1077, Oakland, California.

**Sales manager.** Experienced. Excellent opportunity. WHTG, Asbury Park, N.J.

**Manager, radio.** Eastern metropolitan area, established daytime station, salary with override. Please give full background, references and picture. Do not send material that must be returned. S. F. Pratt, P.O. Box 186, Washington, D.C.

### Sales

**Radio sales manager** midwest (metropolitan population 125,000) 5 kw am Mutual affiliate. Multiple ownership. If you have proven sales record and are ready for management, send salary requirements, picture and details to Box 455K, BROADCASTING.

**Wanted:** Top salesman, salary and commission; for small market but with terrific potential. Long established station owned by veteran operator, located in the southwest with ideal year-around climate, and fine recreational facilities. Send complete resume, credit and character references and sales background with first letter. Box 500K, BROADCASTING.

**Sales opportunity.** 5 kw midwest medium market. Salary while starting. Guarantee against 20% when billings climb. Full details to Box 548K, BROADCASTING.

**Wanted:** Experienced salesman-announcer, emphasis on selling, some announcing required. West coast station. Reply Box 556K, BROADCASTING.

**Seasoned salesman.** Relocate in Florida metropolitan market. Station has excellent ratings. Owned by expanding chain, with executive jobs open on proof of performance. Hospitalization. Paid vacations. Bonus for producers. Include billing figures on current or last job, resume and references. Box 564K, BROADCASTING.

**Radio time salesman**-New York metropolitan area top deal. Scott: 550 Fifth Avenue, New York City. OX 7-5895.

### Help Wanted—(Cont'd)

#### Sales

**California,** KCHJ, Delano. Serves 1,300,000. Increasing sales staff.

**Salesman for Fort Collins** in foothills of Rocky Mountains midway between Denver, Colorado and Cheyenne, Wyoming. Excellent salary and incentive commission. Send your record of sales performance and photo to Radio KCOL, Fort Collins, Colorado and join the "Rush to the Rockies".

**Ohio, WWIZ, Lorain.** Excellent opportunity for second salesman.

#### Announcers

**New south Florida station metropolitan** market needs 3 dj's. Experienced, smooth, **fast paced professionals only. $110 week to start. Send tape, references, resume! Box 251H, BROADCASTING.**

**Experienced** dee-jay wanted for formula station in major market. Send letter of background, references, photo, audition tape to Box 469K, BROADCASTING.

**Auditions analyzed** by program director. Sincere, frank, helpful criticism recorded on your tape. Five dollars. Box 550K, BROADCASTING.

**Morning "personality man"** wanted in large (top 10) eastern metropolitan market. Must be combo man—1st class ticket an advantage. Here's your chance for the big time! Needed immediately! Permanent position! Send audition tape, photo, references. Box 561K, BROADCASTING.

**Fulltime station** in good market needs top announcer for south Texas. Send tape, experience, salary expected and recent photo in first letter. Box 571K, BROADCASTING.

**Suburban New York** for the experienced newsman-announcer who wants to get into big time radio. Here's your opportunity to be heard by New York broadcast executives who live in our area. Box 572K, BROADCASTING.

**Opportunity** for married staff announcer. Send resume. ABC network, Texas. Box 574K, BROADCASTING.

**Need fast paced,** ambitious, aggressive, production-minded, imaginative announcer for format Texas indie. Personality. Romance housewives and teens. Do dj hops. Send tape and bg to Box 587K, BROADCASTING.

**Top Arkansas regional** offers opportunity and good pay for mature, experienced announcer. Tape, photo, resume to Box 591K, BROADCASTING.

**Wanted**—Announcer-salesman. For small market station in Mississippi and Louisiana. Salary, commission and car expense. Call or write P.O. Box 66, Gulf Breeze, Florida, YE 2-2637.

**Immediate openings.** Wendal Broadcast Personnel, Box 61 Dishman, Spokane, Washington.

**Ideal living conditions,** shirt sleeve climate. Send tape and references to P. A. Husebo, P.O. Box 790, Leesburg, Florida.

**Experienced morning announcer.** Immediate opening. Send tape, references, resume to KILO, Grand Forks, North Dakota.

**Experienced** staff announcer who can write copy-live in the Ozarks. Send resume, picture and tape. KTCN, Berryville, Arkansas.

**Washington D.C. area's number one station** auditioning exceptionally fast, modern announcers. Send tape. WEAM.

### Help Wanted—(Cont'd)

#### Announcers

**Morning man** . . . to work 40 hour shift. Don't apply unless you have at least a year's experience in commercial radio. Single station market with top flight reputation during its 12 years of operation. Good salary and good working conditions. Call William Winn, P.D., WESB, Bradford, Pennsylvania any morning at Bradford 3238.

**Experienced only.** Salesman-announcer. Preferably combination man. WLDB, Atlantic City, N.J.

**Announcer** with first phone wanted by station near University of Michigan. Write WOIA, Box 76, Ann Arbor, Michigan.

**Need three brave,** experienced announcers for new radio station near Cape Canaveral. If you fear missiles, fast growing market, sun, fishing and opportunity—don't reply. Contact Carl Collins, WRKT, Cocoa Beach, Florida or phone Cocoa, Newton 6-4230.

**Ohio, WWIZ, Lorain.** Only air salesmen should apply.

**"Disc-Jockey Gags",** "two comedy chatter books", "Comedy Hints Brochure" $5.25. "Radiomanship Guide", "2400 Anecdotes", "Hints Brochure", $2.95. DeBu Features, 20 E. Huron, Chicago, Ill.

#### Technical

**Chief engineer:** The man we want is between 30-40 years of age, married and mature, dislikes leaving his present position but concerned with future earnings, knows equipment, likes to work with it, reads trade publications, genuinely interested in engineering future. We are prepared to pay $135-150 weekly for such a man. Do not reply unless you are prepared to move. Do not reply unless you can furnish complete details first letter, including picture and references. Personal interview necessary. All replies held in the strictest confidence. Address Box 8661, Westhampton Station, Richmond 26, Virginia.

**Engineer-announcer.** Experienced announcer with 1st class ticket. Stress on announcing. Ideal living conditions, shirt sleeve climate. Send tape and references to P. A. Husebo, P.O. Box 790, Leesburg, Florida.

**Combination** first phone engineer-announcer immediately, $400.00 per month. Send tape, picture and resume to KAPI, 29th & Lowell, Pueblo, Colorado.

**Chief engineer** for progressive daytimer. Complete maintenance. Announcing-desirable. KASI, Ames, Iowa.

**Studio engineer,** first phone ticket necessary. Must have car. Immediate opening. KSTT, Davenport, Iowa.

**Engineering position.** Require 80% engineering, 20% part-time announcing. Gates equipment, remote control. Now daytimer, going full time. Send tape and background. KTIX, Seattle 2, Washington.

**Need 1st class engineer** for radio-television station. No announcing. WDAN, Danville, Illinois.

**Dependable, versatile, experienced 1st** combo or announcer immediately. WPGW, Portland, Indiana.

**N.Y. metropolitan area** network affiliate immediately needs first phone engineer, with at least one year experience, to take charge of maintenance. Must be available for personal interview. Also seeking maintenance engineer with announcing experience. Contact Ernest Machanic, WVIP, Mt. Kisco, Mt. Kisco 6-5177.

## Help Wanted—(Cont'd)

### Production-Programming, Others

**Secretary.** All-around girl. Excellent pay. Box 233K, BROADCASTING.

**Experienced and persuasive** copywriter for network station in beautiful Texas resort city. Box 380K, BROADCASTING.

**News director** radio and tv. Midwest. Affiliated with NBC television and MBS radio. Excellent opportunity for man who is capable of directing 8-man team. Send full details Box 456K, BROADCASTING.

**Copywriter** with creative ideas wanted by major Michigan market. Will have excellent production aids and top talent to work with. This challenging position requires experienced person. Send resume, references, sample of work. Box 575K, BROADCASTING.

**Copywriter needed** (female preferred) for Pine Bluff, Arkansas radio station. Start $55.00 40 hour week. Reply Box 33, Pine Bluff. Send samples.

**Newsman,** night shift, to start about June 1. Must have previous experience. If interested, send tape, resume, and photo. Fred Epstein, KSTT, Davenport, Iowa.

**Experienced copywriter,** creative hard worker. Complete resume first letter. WACK, Newark, New York.

**Orlando, Florida.** WLOF, top rated in market wants copywriter. Imaginative, hard worker, good typist. Must be able to create production copy for fast paced station format. Send complete resume, recent photo. Mr. Howard S. Kester, General Manager, WLOF Radio, P.O. Box 5756, Orlando, Florida.

**Copy-traffic girl** needed by progressive southern station. Age no limit. Salary open. If you can come now, phone CA 6-5343, Thomasville, Georgia, collect. If available in two weeks, write Manager, WKTG, and send sample copy.

**Immediate opening** for copywriter. Must be experienced. Salary open. Send sample of promotion as well as copywork as soon as possible. Gene Edwards, WROW, Albany, New York.

## RADIO

### Situations Wanted—Management

**Manager:** 16 years experience. Also network, agency, and tv background. Best references all employers. Have doubled billing in several major markets. Box 280K BROADCASTING.

**Co managers:** Husband-wife. Seventeen years radio. College background. Exceptionally versatile. Husband: Manager-commercial manager. Outstanding sales record. Wife: Assistant manager-program director. Handles internal station procedure and personnel. Provides salable programs and copy. Pleasing air voice. First phone. Operate minimum staff. Possibility modest investment after eight months mutual satisfaction contract to prove abilities and ascertain profit potential. Contact Box 320K, BROADCASTING.

**Station manager.** Capable all phases, including sales. Proven record. Box 459K, BROADCASTING.

**General manager** topping industry sales records seeks new opportunity for revenue expansion. Box 569K, BROADCASTING.

**Enthusiastic,** sober family man, 15 years radio, advertising and sales promotion, 5 years major market. Seeks sales management and/or station management opportunity in small to medium size market. Box 562K, BROADCASTING.

**Invite general management offers** from eastern states. Proven small-medium market radio management record. Willing, qualified and able. Box 586K, BROADCASTING.

**Will manage station** or lease station, prefer one not showing profit. No salary until station is in the black. Six years radio, all phases, sales, announcing, management. fifteen years business management. Travel anywhere. Personal interview only. Results guaranteed. Send wire to Box 191, Mayking, Kentucky, or call 2166, Whitesburg, Kentucky. Ask for Ray.

## Situations Wanted—(Cont'd)

### Sales

**Salesman/announcer.** Love challenging sales problems. Write copy. Operate board. Box 390K, BROADCASTING.

**Salesman-announcer-production** and idea man with 12 years radio and tv desires position leading to managership radio small or medium market. Prefer southeast, consider anywhere. Box 543K, BROADCASTING.

**Salesman—experienced** radio sales, public relations, business management. Not radio combo-man, strictly proven sales. Detailed letters receive detailed answers. Box 546K, BROADCASTING.

### Announcers

**Announcer, mature.** Sales minded. Copywriter. Good background. Operate board. Cooperative. Box 393K, BROADCASTING.

**Country/western music.** My strongest suit. Capable—staff, controls, sales. Box 394K, BROADCASTING.

**Girl broadcaster.** Capable, versatile. Operate board. Writing, production, publicity, sales. Box 396K, BROADCASTING.

**Sportscaster—8** years radio-tv, play-by-play major college football, basketball, minor league baseball. Currently employed. Box 417K, BROADCASTING.

**Announcer-dj;** experienced. Ready for larger market. Music, news, commercials. Box 452K, BROADCASTING.

**Negro announcer/dj.** Intelligent, versatile. Good background. Salesman. Handle controls. Box 453K, BROADCASTING.

**News-special events-plus.** Announcer-producer-writer. Radio and tv. Box 461K, BROADCASTING.

**DJ, pd looking** for challenging position with rewarding salary. Prefer middle Atlantic. New England states, will consider all. This professional desires professional operation. Box 520K, BROADCASTING.

**Unhandsome** first phone mike man, strong news, seeks attractive women, who make up your discriminating audience, with whom to talk, laugh, make cry . . . and buy. Box 530K, BROADCASTING.

**First phone news, pd.** Ideas, promotions. Available immediately. $100 start. Box 531K, BROADCASTING.

**Young, eager newsman,** two years news gathering and writing, two years college. Would like air experience. Box 534K, BROADCASTING.

**Happy type jockey.** Flog your spots with a smile. Ten years experience includes success at number one station in 400,000 city. For details, write Box 537K, BROADCASTING.

**Announcer,** 2 years college radio, 2 years commercial, 2 years AFRTS, discharged army mid-July, 25, B.A. radio-tv, dj, special events, news, tape photo, anywhere. Box 538K, BROADCASTING.

**Announcer.** Negro. Real cool air personality. Light experience. Tape available. Box 539K, BROADCASTING.

**Announcer,** recent graduate professional radio school. Operate board, veteran, dependable, prefer east coast. Tape, resume available. Box 541K, BROADCASTING.

**Announcer** - ambitious - amiable - competent graduate professional radio school, veteran, operate board. Tape, photo, resume available. Box 542K, BROADCASTING.

**Announcer—experienced,** excellent production, ambitious family man, sober, no floater. Eastern area, good air salesman. Minimum salary required: $115. Box 547K, BROADCASTING.

**Announcer-dj,** married, vet. Trained by a top Chicago dj, no experience, but lots of determination. Box 553K, BROADCASTING.

**One year all phases** commercial experience. College graduate, 3rd ticket-run board. Box 554K, BROADCASTING.

**Attention pop music stations,** two top-rated personalities now swinging in multi-million market. Take one or both, $100 minimum. Box 557K, BROADCASTING.

## Situations Wanted—(Cont'd)

### Announcers

**"The Junior King** of Rock 'n Roll". Young, negro disc jockey. Experienced, travel, prefer Canada. Box 558K, BROADCASTING.

**Announcer-strong commercials,** write copy, news, record shows, run board. College graduate, communications veteran, inexperienced. Box 559K, BROADCASTING.

**Announcer-dj-first** phone engineer. Good voice. Fast production. Top on the air salesman. Ad lib or straight copy. Prefer south. Limited maintenance, if any. Box 563K, BROADCASTING.

**Topnotch, successful** announcer-dj. Employed metropolitan market. Versatile, stable. Desires alert station. Minimum starting $135. Box 565K, BROADCASTING.

**Versatile** radio and tv personality. Friendly off-beat type deejay. Audience builder, strong commercial and news. Metropolitan market. Enjoy all-night. $150 minimum. Box 566K, BROADCASTING.

**Non-professional announcer-dj.** Extensively trained. An experienced professional musician's knowledge of all music; pleasant projection of delivery. Mature, married, no habits, NYC resident. Resume and sample taped format suggests capabilities. Box 568K, BROADCASTING.

**Canadian, reliable,** single, six years radio-tv. Versatile. From Canada's top market. Resume on request. Box 570K, BROADCASTING.

**Staff announcer,** enthusiastic air salesman. Really sells commercials; spins good music too. Experienced. Box 578K, BROADCASTING.

**Hardworking,** sober, single live wire modern dj and all-around announcer available after April 18. Four years experience. Prefer midwest. Box 585K, BROADCASTING.

**Do you offer** a chance for advancement? Do you want: an experienced man who can cover local news; interviews; knows "good music," a family man, college grad, vet? Box 590K, BROADCASTING.

**Radio announcer,** 5 years experience, college, age 28. Smooth delivery, strong on news. For tape, photo, resume, write Box 595K, BROADCASTING.

**Adult appealing voice,** junior also listens. Play-by-play, dj, strong commercials. Build audiences, grab accounts. Western market. Box 598K, BROADCASTING.

**Have suit, will commute.** Presently employed top 40 station in western metropolitan market. Would like to relocate aggressive operation. Fast, happy, good selling personality. Production, copy. For tape, resume, write P.O. Box 4294, Phoenix, Arizona.

**Terrific-experienced** sportscaster-announcer-salesman. First phone. "Livewire." Crestview 5-8592, 1801 Coldwater Canyon, Beverly Hills, Calif.

**Experienced, first phone,** country deejay. Available immediately, no fulltimers please. Contact Ray Adams, phone 2997 Whitesburg, Kentucky.

**Announcer, sportscaster. dj.** Young, ambitious, eager. Good sell ability. Operate own board. Excellent sports background. College background. Will travel anywhere. Tape, resume, photo. Larry Beller, 1745 E. 55th Street, Chicago 15, Ill. Phone—Butterfield 8-5404.

**Staff announcer. Single, eager,** dependable. Wants steady work. Limited experience. Will travel. Prefer midwest. Prefer personal interview. Patrick Holohan, 16 Dover Street, Golf, Illinois. Glenview 4-0278.

**Negro announcer-dj.** Producer, all types of shows. Writer, network experience. Rock and roll, pop, semi-classics, news. 20 years experience. Age 34. Two years college. References. Locate anywhere. Call collect or write, Mannie Mauldin, Jr., 801 N. Rush Street, Chicago, Illinois—Superior 7-5060.

**Experienced combo man,** age 21, dependable, Gary McClendon, 210 Rose Road, Albertville, Alabama.

## Situations Wanted—(Cont'd)

### Announcers

**Staff announcer, experienced.** Jack J. Quirk, 1410 Byron St., Chicago, Illinois.

**Leaving WWDC, Washington D. C.'s** #1 station, after three years. Programming know-how, convincing commercials, knowledgeable newscasts. Thoroughly familiar with modern radio. Looking for job with a future—in large or small market. Terry Sullivan, 2409 Eye St., N.W., Washington.

**Announcer-dj.** Fine background. Bright, crisp delivery for "on the air" sell-ability. Family man, 27, creative and dependable. Sales also. Locate anywhere. Stability a "must". Dick Turner, 5707 S. Sayre, Chicago, Ill.—Ludlow 5-3508.

**Announcer-dj—operate board.** Good voice. Willing to settle. 23, married, draft free. Tape, resume. Robert Walen, 2339 N. Melvina, Chicago 39, Illinois.

### Technical

**Engineer,** twelve years experience transmitter and studio maintenance desires permanent position. Age 45, family. Available immediately. Box 540K, BROADCASTING.

**Desires chief's position.** Good maintenance on RCA, Gates and Collins. Familiar with DA Arrays and patterns and field intensity measurements. 2 years experience. Box 555K, BROADCASTING.

**Dependable 1st phone,** light maintenance, announcing. No car. Will travel. Box 577K, BROADCASTING.

**Experienced, first phone,** transmitter, control room, remotes, and equipment construction. Box 593K, BROADCASTING.

**Seven years experience** transmitter studio maintenance. Mature, steady and reliable. Will consider permanent position only. Contact J. L. Smith, 824 27th Street, Rock Island, Illinois.

**First phone**-desire experience at transmitter. 18 years amateur radio, radio-tv service. Non-drinker. John Sulim, Box 94, Oakfield, New York. WHitehall 8-5435.

### Production-Programming, Others

**Newsman**—Competent, experienced reporter-newscaster, interested radio and/or tv. Box 468K, BROADCASTING.

**Newsman:** Seeks opportunity to advance in news-conscious television or radio organization. Currently employed radio network o/o. National news award. Excellent voice, appearance, MA, age 27, married, family. Available June 15th. Resume, tape, photo. Box 519K, BROADCASTING.

**Newsman. Editor.** Mobile unit remotes. Mature, seeking permanent place large or expanding news department. References, resume, tape. Box 533K, BROADCASTING.

**Program director**—play-by-play sports announcer, now employed, desires new location. 4½ years experience including 2 years in television as sports director. Prefer Minnesota or Wisconsin but will go anywhere. Salary must top $125. Box 544K, BROADCASTING.

**Copywriter.** Clever with words. 14 years writing experience. 3 in radio. Work anywhere. Box 552K, BROADCASTING.

**Radio/tv audience** research supervisor with major N.Y. outlet will have relocated in Los Angeles by May 11th. Seeking similar responsible post with am/tv station or agency within 50 mile radius of Los Angeles. Excellent references. Box 594K, BROADCASTING.

**Experienced newsman:** RTNDA member desires position with news conscious station in the east. Box 596K, BROADCASTING.

**Program director** large station; manager small station. Experienced. Successful record. Desire opportunity improve your station. Available immediately. Call Rochester, N.Y. BU 8-1891.

## TELEVISION

### Help Wanted—Management

**If you have** a proven sales record in national field and are ready for management, send salary requirements, picture and details. Multiple ownership. Midwest 350,000 sets. Box 457K, BROADCASTING.

### Sales

**Excellent opportunity** for energetic, effective salesman of dependable character with vhf in expanding Texas market. Box 384K, BROADCASTING.

**Wanted.** Experienced television salesman for one of New England's top television stations in top market. Good pay scale and commission. Write full details. Box 589K, BROADCASTING.

### Announcers

**Announcer:** For staff midwest tv station. TV experience preferred but not necessary. Applicant must have radio background. Send, tape, photo, full details to Box 545K, BROADCASTING.

### Technical

**Wanted:** Television cameramen and technicians for summer work at large station in northeast. Station experience necessary. Send complete background information in first letter. Box 551K, BROADCASTING.

**TV engineer** for eastern college closed circuit system; audio and video maintenance and operations experience. Prefer young man with B.S. in EE. Box 580K, BROADCASTING.

**Assistant chief** for vhf station. Must know RCA transmitter. Call Columbia 5-7480.

**Transmitter engineer** for mountain installation. Preferably single or married with no children. Also need relief engineer with first phone starting about June 1. Contact CE, KOAT-TV, Albuquerque, N. M.

**Wanted,** vhf engineer for New England. Fine opportunity for advancement. Call Columbia 5-7480.

### Production-Programming, Others

**Copywriter** with commercial creativity for vhf, large Texas market. Box 381K, BROADCASTING.

**Traffic director** for network vhf. Box 382K, BROADCASTING.

**Newsman-announcer** for television or radio. Must be able to gather, write and deliver news. Box 383K, BROADCASTING.

**WFMY-TV** needs a smart promotion girl to handle public service and program on-the-air material, write weekly newspaper column on tv, prepare newspaper ads and allied publicity responsibilities in four-person department. Job must be filled very soon. Experience in broadcast field required. Write General Manager, WFMY-TV, Greensboro, N.C., giving full information on background, salary requirements and send samples of work and photograph. Excellent living and working conditions offered.

## TELEVISION

### Situations Wanted—Management

**Manager or commercial manager:** 7 successful years in these capacities. 16 years television radio experience. Also network and agency. Best references all previous employers. Box 279K, BROADCASTING.

### Sales

**August graduate** University of Missouri, School of Journalism. Previous space sales experience. Interested in tv spot sales or sales promotion with station in midwest. Service obligation completed. Write: William H. Dickey, 1400 Pratt, Columbia, Mo.

### Announcers

**Announcer. Producer.** TV, film, radio experience. News, sports, commercials, versatile. Box 458K, BROADCASTING.

**Now doing weekly tv.** Teenage show four days a week—hard sell and authoritative commercials, do all newscast and sportscast, desire to move to larger market. Married, 28, two children. Earnest desire to get ahead. No hotshot, just hard work. 3 years experience. Box 592K, BROADCASTING.

### Technical

**Experienced first class** control engineer desires to relocate in northwest. Box 536K, BROADCASTING.

**11 years experience,** 4 years supervisory plus 3 years chief, am-fm-uhf-vhf, studio, transmitter, planning, construction, operations, maintenance. Box 579K, BROADCASTING.

**First phone, tv** workshop graduate, desires position with growing station. Available immediately. Will go anywhere. Box 583K, BROADCASTING.

### Production-Programming, Others

**Television director with over two years experience in every phase of television production looking for promising or progressive station. Box 339K, BROADCASTING.**

**Writer-producer-director.** Practical experience, local, regional. Creative. Versatile. Co-operative. Box 460K, BROADCASTING.

**Assistant news director** ready for director's job. Seven years here with proven ability to develop and hold top ratings, build solid operation. Looking for permanent spot with progressive station. Married. M.A. degree. Best character, professional references. Write Box 499K, BROADCASTING.

**Producer-director,** available June-October 1st. Currently college tv instructor. Box 532K, BROADCASTING.

**Top news photographer** wishes full-time work. Experienced at Auricon, Bell-Howell, Bolex. Box 535K, BROADCASTING.

**Married, college graduate** desires direction or production position. Two years experience on camera, production, and film. Box 560K, BROADCASTING.

## *Television Station Wanted*

**One of America's sharpest TV operators, presently operating a TV station, would like to purchase 49.9% or more interest in a television station. Prefer a station which has too much overhead and operating expense for its income, a station that is costing more than $25.00 per hour to operate, a station that is losing money or not making enough to justify the investment.**

**I am not a broker, however, would like to hear from brokers. Willing to invest $250,000.00 for an interest or as down payment on a purchase.**

**Box 350K, BROADCASTING.**

### Situations Wanted—(Cont'd)

#### Production-Programming, Others

**TV production man:** Alert young man with training and some experience desires position as floorman, cameraman, audio, switcher, director, etc., at eastern station. Three years experience in radio production. Box 597K, BROADCASTING.

**Production-programming-sales.** Currently director of program development, production, and sales for major network producer. Credits include live network "spec" and series, local station producer-director, production supervisor for David Susskind. Live wire, creative, money saver. Young family man looking for permanent, stable position with future. For full story contact: Box 582K, BROADCASTING.

## FOR SALE

#### Equipment

**Western Electric** 504B2 fm transmitter, with two channel multiplex and spare final and driver tubes now in operation, available mid-June. $4,000. You pay for packing and shipping. Box 549K, BROADCASTING.

**Western Electric** 503B one kw fm transmitter. Now on the air, all offers considered. Box 588K, BROADCASTING.

**Dage Sync. gen.,** new condition. Cost: $1650—make offer. 3528 City Terrace Drive, Los Angeles 63, Calif.

**Two new** 200 foot Stainless towers complete! KSOP, Salt Lake City, Utah.

**Used Westinghouse** fm-1 transmitter. One kilowatt. Excellent condition. $2500.00 fob, San Francisco KYA, San Francisco.

**One heavy duty** 24 inch square 260 foot Andrews guyed tower complete with guys and lighting suitable for fm tv micro wave or other heavy duty service $2,000.00 fob Laurel, Mississippi. Radio Station WBKH, Hattiesburg, Mississippi.

**Gates BC-1J—1 kw transmitter,** 3 years old, complete with tubes, diode, antenna coupler, remote control, motor rheostat, plate and current kits for remote metering plus 5 KVA voltage regulator, all perfect shape. $3300. Mel Stone, WLOB, Portland, Maine.

**Channel (22)** uhf RCA 1 kw transmitter TTU-1B complete with filterplexer, dummy load, frequency monitor General Radio, diode demodulator and FCC spare tubes. RCA antenna TFL-24-D with 1 degree electrical beam tilt. Placed in service in December 1953 and in continuous service up to March 4, 1959. Complete: $11,500. WSIL-TV, Harrisburg, Ill. Channel (3).

**Have Ampex—will sell.** 401A rack mount $375, 403C console $425. Magnecord PT6-JAH in cases $250. New plastic base recording tape 1200' on 7" reels, in boxes, only $1.45 each. 12 cases Soundcraft 16B2 16" disc $55.00 case. Gates Radio Company, 2700 Polk, Houston 3, Texas.

**Weather warning receivers** for Conelrad and disaster weather warnings. Air Alert II—$46.50, Air Alert I—$89.50. Miratel, Inc., 1080 Dionne St., St. Paul 13, Minn.

**10 kw fm power amplifier,** Westinghouse type fm-10 complete power, supply and 10 kw amplifier in two cabinets. Good condition. The price is right. Call or wire for details Rixon Electronics, Inc., 2414 Reedie Drive, Silver Spring, Maryland. LOckwood 5-4578.

## WANTED TO BUY

#### Stations

**CP or station in difficulty, sought by responsible operator. Box 902H, BROADCASTING.**

**Small or medium** market station. Prefer Virginia or North Carolina. Small down payment, or will lease with option to buy. Box 479K, BROADCASTING.

**Responsible party** interested in buying local fulltime station in market of 50,000 or more. Will pay 29% down and rest in payments suitable to seller. Please send details to Box 576K, BROADCASTING.

## WANTED TO BUY

#### Stations—(Cont'd)

**Aggressive successful manager** will operate your station for reasonable salary and stock purchase option of 49.9% or more interest. Prefer station that has not reached its potential, a station that is losing money or not making enough to justify the investment. Age 43 with 20 years experience including 13 as working sales manager and general manager in medium and metropolitan markets. Location open. Top references. I am not a broker. Will treat information in strict confidence. Box 581K, BROADCASTING.

#### Equipment

**Wanted:** Clarke or RCA type WX-2C field strength meter. Chief Engineer, KFWB, Hollywood 28, California.

**Need excellent** 3 kw or 5 kw fm transmitter and six bay antenna. KOSI, Denver, Colorado.

**8 bay Collins fm,** harness only. T.C.A. Radio Tower Co., 2615 Bankhead Highway, N.W., Atlanta 18, Ga.

## INSTRUCTIONS

**F.C.C. first phone** preparation by correspondence or in resident classes. Our schools are located in Washington, Hollywood, and Seattle. For details, write Grantham School, Desk 2, 821—19th Street, N. W., Washington, D. C.

**FCC first phone** license in six weeks. Guaranteed instruction by master teacher. G.I. approved. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

**Since 1946.** The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting June 24, Sept. 2, Oct. 28, 1959, January 6, March 2, 1960. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

## MISCELLANEOUS

**Personalized bingo cards** for radio, television and newspaper promotions, with IBM controls. Size 4¼x5½, $2.50 per 1000. Bingo Time U.S.A. Box 906, Denver 1, Colorado. Phone Acoma 2-7539

## RADIO

### Help Wanted—Technical

**SALES ENGINEER**
**BROADCAST EQUIPMENT**

**Nationally known electronic equipment manufacturer offers responsible position in midwest home office sales staff for sales engineer thoroughly familiar with broadcast equipment. Excellent opportunity for growth and advancement in salaried position which includes many company benefits. Limited travel. Send resume to Box 513K, BROADCASTING.**

### Production-Programming, Others

**NEED EXPERIENCED NEWS EDITOR**

This station now employs four-man fulltime news staff. Air 26 newscasts daily plus remote break-ins from 3 completely equipped mobile units. One man leaving to become News Director of out-of-state station. Starting salary $450 month. Must be experienced. Personal meeting here necessary. Send news, radio and personal history plus recent off-the-air quarter-hour and five-minute news tape. Ted Thorne, News Director, WWCA, Gary, Indiana.

### Help Wanted—(Cont'd)

#### Production-Programming, Others

**WANTED**

**program director**

**for**
**Good Music Station**

*By this we mean Classical and Semi-Classical—no Pop.*

**One of Top Markets in the Country.**

*Send full qualifications to:*

Box 448K, BROADCASTING

**SECRETARIES AND GAL FRIDAYS**
**with**
**RADIO-TV STATION EXPERIENCE**

**To work in New York with leading sales representative firm. Please apply *only if you live in New York or have definitely decided to move here.* Background in station sales, promotion, research, traffic and/or continuity plus strong secretarial ability would qualify you. If interested and if your move to New York has been finalized, please send your resume, references, salary needs and plans to**

**Box 599K, BROADCASTING.**

**PROGRAM DIRECTOR**
*KAYO SEATTLE*

5,000 Watt Indie with the *modern* sound featuring Top-50 records, million sellers and albums . . . family games . . . happy, upbeat personalities. Requires a Program Director with solid, successful experience in modern radio.
Call or write James L. Hamstreet,

KAYO
Seattle, Washington

FOR SALE

Equipment

**FOR IMMEDIATE SALE**
**General Electric 3 kw BT-3A FM transmitter, tested. $2,500. Contact immediately Box 600K, Broadcasting.**

EMPLOYMENT SERVICE

$ WANT MORE MONEY $
LET "SAM" GET IT FOR YOU
Free registration—Confidential
- Announcers TV & Radio
- Radio Disk Jockeys
- TV & Radio Engineers

Men with 1-4 years experience
Step up to better paying jobs.
PROFESSIONAL PLACEMENT
458 PEACHTREE ARCADE
ATLANTA, GA.
PHONE: JA 5-4841

*Continued from page 106*

cp and license to change name to Radio KIXZ Inc.

**KSJO-FM San Jose, Calif.**—Granted cp to install new trans.

**WNCN New York, N.Y.**—Granted change of remote control authority.

**WSMT Sparta, Tenn.**—Granted authority to sign-off at 6 p.m. for period through Aug. 31.

**WCRA Effingham, Ill.**—Granted authority to sign-off for period May 1 through Sept. 30 at 7 p.m., CDT.

**KLGA Algona, Iowa**—Granted authority to sign-off at 6:30 p.m., CST, for period ending Sept. 30.

**Actions of April 6**

**WIKE Newport, Vt.**—Granted transfer of control of **Twin State Bcstrs. Inc.** (majority stockholder of licensee corp.) from **E. Dean** and **Tacy Hood Finney**, jointly and severally, to **E. Dean Finney**, individually.

**WTWN St. Johnsbury, Vt.**—Granted transfer of control from **E. Dean** and **Tacy Hood Finney**, jointly and severally to **E. Dean Finney**, individually.

**WBNR Beacon, N.Y.**—Granted assignment of cp to Robert Gessner, et al., d/b West Shore Bcstg. Co.

**KXAB-TV Aberdeen, S.D.** — Granted license covering cp which replaced expired cp for tv station.

**KBMB-TV Bismarck, N.D.**—Granted license for tv station; ant. 400 ft.

***KTCA-TV St. Paul, Minn.**—Granted license for noncommercial educational tv station.

**WABG-TV Greenwood, Miss.** — Granted mod. of cp to change ERP to vis. 29.5 kw, aur. 14.8 kw; change type trans.; make changes in ant. system; ant. 350 ft.

**WAER Syracuse, N.Y.** — Remote control permitted.

**WENN Bessemer, Ala.** — Granted extension of authority to sign-off at 8 p.m. daily for period beginning April 16 and ending June 10.

**WMOK Metropolis, Ill.**—Granted authority to sign-off at 6:30 p.m. for period May 1 through Aug. 31.

**WIZZ Streator, Ill.**—Granted authority to sign-off at 6 p.m. local time for period ending Aug. 31, except for special events when station may operate up to licensed sign-off time.

**WCKB Dunn, N.C.**—Granted authority to sign-on at 6 a.m., sign-off at 7 p.m., for period April 1 through Aug. 31.

**KUBE Pendleton, Ore.**—Granted authority to sign-on at 6 a.m., sign-off at 6 p.m., for period ending Sept. 30.

**Action of April 3**

**WFMB (FM) Nashville, Tenn.** — Granted mod. of SCA to conduct storecasting service, on multiplex basis; utilizing supersonic signals for purposes of controlling multiplex receivers.

**ACTIONS ON MOTIONS**

**By Hearing Examiner Horace Stern**

Postponed indefinitely final date which had been set for April 20 for filing briefs in Boston, Mass., tv ch. 5 remand proceeding subject to condition that all parties shall be prepared to file such briefs subsequently upon notice of one week, in accordance with further order to be issued. Action April 14.

Cancelled oral argument set for May 1 in Boston, Mass., tv ch. 5 proceeding, subject to rescheduling at later date in event argument before examiner should be found necessary. Action April 8.

**By Chief Hearing Examiner James D. Cunningham**

Ordered that investigatory proceeding in Study of Radio and Television Network Broadcasting (including tying-in of programs) shall convene on May 4. Action April 10.

**By Hearing Examiner Charles J. Frederick**

Scheduled hearing for June 8 in proceeding on am applications of Sanford L. Hirschberg and Gerald R. McGuire, Cohoes-Watervliet and Fairview Bcstrs., Rensselaer, both New York; engineering exhibits to be exchanged among parties on or before May 20. Action April 10.

Upon joint oral request of parties, scheduled further prehearing conference for 2 p.m., April 13, in proceeding on am applications of Alkima Bcstg. Co., West Chester, Pa., et al. Action April 10.

**By Hearing Examiner Annie Neal Huntting**

Granted request by Orange County Bcstg. Corp. (WGNY), Newburgh, N.Y., and advanced from 10 a.m. to 9:30 a.m., hearing in proceeding on its am application, et al. Action April 10.

**By Hearing Examiner H. Gifford Irion**

On oral request of parties, continued further hearing scheduled for April 14 to May 4 in proceeding on am applications of Continental Bcstg. Corp. (WHOA), San Juan and Jose R. Madrazo, Guaynabo, both Puerto Rico. Action April 10.

**By Hearing Examiner Jay A. Kyle**

Pursuant to prehearing conference on April 9, ordered that exchange of direct affirmative case in writing of each applicant will be accomplished on or before May 25, and rescheduled for June 8, hearing scheduled for May 12, in proceeding on am applications of Tempe Bcstg. Co., Tempe, Ariz., et al. Action April 9.

Pursuant to prehearing conference on April 9, rescheduled hearing for April 27, now scheduled for April 20, in proceeding on am applications of The Farmville Bcstg. Co., Farmville, N.C., and WYSR Inc. (WYSR), Franklin, Va. Action April 9.

**By Hearing Examiner Forest L. McClenning**

On own motion, continued without date pending consideration of several interlocutory pleadings prehearing conference and hearing scheduled for April 10 and 16, respectively, in proceeding on application of Seaside Bcstg. Co., for am facilities in Seaside, Ore. Action April 9.

**By Hearing Examiner Elizabeth C. Smith**

Granted motion by Musical Heights Inc., Braddock Heights, Md., to advance hearing from May 19 to May 14, and changed date for exchange of exhibits from April 6 to May 1, in proceeding on its am application. Action April 13.


# *STATIONS* • FOR SALE

**HASKELL BLOOMBERG**
*Station Broker, Lowell, Mass.*
**Texas — $140,000; Colorado — $410,000; Massachusetts—$175,000; New Mexico—$90,000; Minnesota — $105,000; Virginia — $140,000; Pennsylvania — $150,000; Florida — $200,000; Indiana — $600,000; Florida — $65,000. WRITE.**

**EXCLUSIVE**
California 250 watts
Fulltimer $40,000. Terms
Arizona 5000 watts
Daytimer Control $175,000.00
**WILT GUNZENDORFER AND ASSOCIATES**
**8630 W. Olympic Los Angeles 35**
*Licensed Brokers—Consultants*

| | | | | |
|---|---|---|---|---|
| Calif. | Medium | 250w-F | $150M | terms |
| La. | Single | 250w-D | 35M | terms |
| Ala. | Medium | 1kw-D | 65M | terms |
| Ga. | Small | 1kw-D | 47M | cash |
| W.Va. | Small | 250w-F | 30M | terms |
| Ill. | Single | 500w-D | 80M | terms |
| Ky. | Medium | 1kw-F | 175M | terms |
| Pa. | Small | 1kw-D | 100M | terms |
| Fla. | Small | 500w-D | 60M | terms |
| N.C. | Medium | 1kw-D | 200M | terms |
| N.Y. | Medium | 5kw-D | 250M | terms |
| Fla. | Medium | 1kw-D | 120M | terms |
| Mich. | Medium | 1kw-F | 325M | terms |
| S.E. | Metro | 500w-D | 75M | terms |
| S.E. | Major | 5kw-D | 250M | terms |
| Fla. | Large | 250w-D | 250M | terms |
| South | Major | 250w-F | 200M | terms |
| S.W. | Small | AM-TV | 375M | terms |

PAUL H.
CHAPMAN COMPANY
INCORPORATED
MEDIA BROKERS
atlanta 1182 w. peachtree
chicago 205 w. wacker
new york 1270 ave. of americas
santa barbara 33 w. micheltorena

**VIRGINIA FULLTIMER**
Excellent market. Over 1400 retail outlets in local coverage area. Health reasons for selling. $65,000.00. 1/3 down, balance on easy terms.
Box 573K, BROADCASTING

**KCHS**
**Truth-or-Consequences**
**New Mexico**
Still for sale on Dutch Auction now at the attractive price of $32,000.00 going down $1,000.00 per week.
Write for details at Box 351, Truth-or-Consequences, New Mexico.

**THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS**
**ESTABLISHED 1946**
NEGOTIATIONS MANAGEMENT
APPRAISALS FINANCING
**HOWARD S. FRAZIER, INC.**
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

**NORMAN & NORMAN**
INCORPORATED
Brokers — Consultants — Appraisers
RADIO-TELEVISION STATIONS
Nation-Wide Service
Experienced Broadcasters
Confidential Negotiations
Security Bldg. Davenport, Iowa

**STATIONS FOR SALE**
Ours is a personal service, designed to fit your finances, your qualifications and your needs.
If you are in the market for either an AM, FM or TV station anywhere in the country be sure to contact us at once.
**JACK L. STOLL & ASSOCIATES**
**6381 Hollywood Blvd.**
**Los Angeles 28, Calif.**
**HOllywood 4-7279**

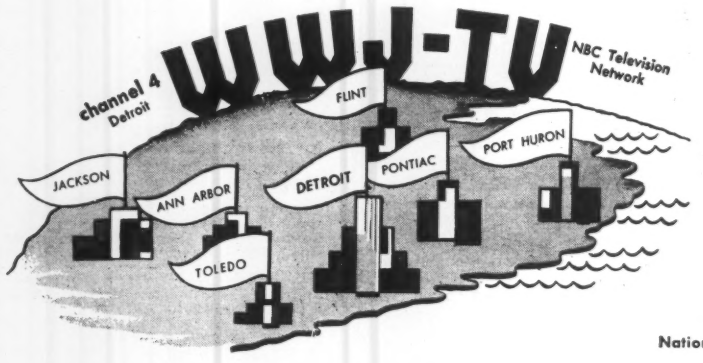
# BELIEVABILITY

## PAYS OFF HERE

**At the beauty bar,** soaps, hair preparations and cosmetics advertised on WWJ-TV are more apt to get attention, more likely to be purchased.

**The reason?** WWJ-TV adds an extra measure of *believability* to your advertising. People in southeastern Michigan have faith in WWJ-TV, recognize its leadership, appreciate its high standards.

**Give your Detroit campaigns this big advantage.** Buy WWJ-TV, Detroit's Believability Station.




ASSOCIATE AM-FM STATION WWJ

*First in Michigan • Owned & operated by The Detroit News*

**National Representatives:** Peters, Griffin, Woodward, Inc.

## OUR RESPECTS TO . . .

# David Levy

A "new life" began at 40 for David Levy, recently appointed vice president in charge of programs and talent for NBC-TV.

Perhaps the phrase, "a new life," is too sententious to describe the change in Mr. Levy's living pattern. But he resolved then to "do the many things that we all want to do but never can find the time to do." Over the past six years, he has found time to write short stories for leading magazines; travel to many parts of the world; read many books that were on his "must" list for years and write the lyrics for several popular songs.

"At 40, I felt I was at the crossroads," Mr. Levy explained. "There were so many things I wanted to do and time was fleeing. I decided then I was going to do these things and let nothing interfere. For eight to ten months of a particular year I did them. I realize that you cannot overhaul your old life completely and major objectives often cannot be scrapped. But if we have resolution, we can accomplish many of the 'little things' that we always wanted to do."

On April 1, Mr. Levy assumed his new position and new responsibilities at NBC-TV and he acknowledges that he will have to "stay on the treadmill of the old life" for an indeterminate period. But one of the unfilled objectives that he hopes to attain some day is a trip around the world.

**Keeps Eye on Target** • If past performance is a criterion, Mr. Levy will have his 'round-the-world fling. Patience appears to be one of his virtues. As a youngster in Philadelphia, he had always wanted to be a writer. The depression of the 1930's compelled him to accept jobs in the retailing field and with the Pennsylvania Dept. of Public Assistance. But in his spare time, he wrote short stories and radio scripts.

Three years after he left college, he obtained a position with Young & Rubicam, New York, as a script writer for *We The People*.

Mr. Levy's association with Young & Rubicam was rewarding and long-lived (more than 20 years). Former colleagues there picture him as "a reserved guy—but one who is direct in his opinions." They remember him as "extremely intellectual, but not a stuffed shirt, and a man who is very knowledgable about programming and talent." Mr. Levy is described as a "serious individual" with drive and a capacity for hard work but "on occasions, he shows a pixie type of humor that was all the more unusual because it came from Dave Levy."

David Levy was born in Philadelphia on Jan. 2, 1913, and attended local schools and the U. of Pennsylvania's Wharton School of Finance & Commerce from which he was graduated with a B.S. degree in economics (1934) and a master's degree in business administration (1935), specializing in advertising and merchandising. He wrote for amateur theatricals and local radio programs while awaiting a fulltime writing opportunity.

Mr. Levy credits Terry Lewis, story editor at Young & Rubicam in 1938, with encouraging him in his writing stints and with helping him to obtain his initial position with Y&R. Mr. Levy was gratified that many years later, he was among those instrumental in bringing Miss Lewis back to Y&R.

At Young & Rubicam, Mr. Levy acquired a reputation for creative talent as well as administrative acumen. Following his initial assignment as a writer on *We The People*, he wrote, directed and supervised many radio shows.

He interrupted his career in April 1944 when he was commissioned a lieutenant (j.g.) in the U.S. Navy. He served with the training film section of the Photographic Division of the Navy Bureau of Aeronautics and later was placed on detached duty as special radio consultant to the Secretary of Treasury and as chief of the radio section of the War Finance Division of the Treasury Dept. He was discharged from the service in May 1946 with the rank of lieutenant.

PROGRAM-TALENT CHIEF LEVY
Couldn't resist a new challenge

He returned to Young & Rubicam as supervisor of daytime radio programming and in 1947, Mr. Levy was named Y&R's first television supervisor. In this capacity, he helped develop some of the agency's initial tv programming, including *Bird's Eye Open House, Jell-O Seven Arts Quiz*, and *Hobby Lobby*. In 1950, he was appointed vice president in charge of programs and talent and in April 1958, he was advanced to associate director of the agency's radio and television department. He served for several years on Y&R's plans board.

Why did he leave Y&R after more than 20 years of service?

"It was probably the hardest decision of my life," Mr. Levy recounts. "I have deep ties at Y&R and many close friends. I think the main reason was the tremendous challenge offered by NBC. Along with others, I am in a position here of making a contribution to the overall programming pattern of a television network."

In the few weeks he has been at NBC-TV, Mr. Levy has been on a merry-go-round of appointments and telephone calls with executives at talent agencies, outside producers, advertising agencies, sponsors and within the network itself. He tries to return each call (or have an appropriate co-worker do it) but confesses that his assignment book is not yet up to date.

**Quality—And What It Means** • Mr. Levy points out that NBC-TV's fall programming was blueprinted before his arrival on the scene but he has made several recommendations which have been well received. Speaking generally, he believes that tv needs "quality programming," and hastens to explain:

"I know that sounds like a cliche. But quality is not restricted to one type of programming. You know, you can have a quality western or a cliche western. I think there are both types on the air today. Adopting a poet's logic, our job here is to see that the network's reach exceeds its grasp. That is the way to growth in any area of living."

In 1941, Mr. Levy married the former Lucile Wilds of New York City. They have two children—Lance, 16, a student at Staples High School in Westport, Conn., and Linda, 12, who, Mr. Levy says with a parental glow, is "quite an equestrienne." The family home is in Weston, Conn.

By his own admission, Mr. Levy is not a joiner and belongs to no outside organizations except the American Society of Composers, Authors & Publishers. He is a student of the national political scene and, dating back to 1940, has participated in the radio-television campaigns for the Republican Party presidential candidates.

## Sports afield

NOT much publicity has been accorded the crop of bills introduced at this session of Congress to exempt professional sports from antitrust regulation.

But the absence of publicity doesn't mean the sports lobby hasn't been busy. It has. And the word from knowledgeable Capitol sources is that legislation might be sneaked through a House committee and onto the floor. Once on the floor, it is believed, a pro-sports bill is almost sure of passage.

The reason why broadcasters should be concerned by all this is that if professional sports are given antitrust protection, they can impose broadcast blackouts at will, in whatever combination or conspiracy among major league teams they choose to arrange. The inevitable consequence would be a severe reduction in the number of baseball or other professional games available to television and radio.

The request made last week by Harold E. Fellows, NAB president, for public hearings on the several bills now pending ought to be supported by broadcasters everywhere. Mr. Fellows directed his request to Rep. Emanuel Celler (D-N.Y.), chairman of the House Judiciary Committee which has the bills in its jurisdiction. Other members of that committee ought to be advised by broadcasters in their constituencies that hearings are not only advisable but mandatory in the interests of democratic legislative procedure.

## With or without research

SOME sort of gauge that will show accurately the sales mileage obtained from an advertising dollar has been the goal of research gadgeteers for years. A year ago Prof. Albert Frey, in his exhaustive and in part controversial "Frey Report" for the Assn. of National Advertisers, put down "improved means for measuring the effectiveness of advertising" as "undoubtedly the most basic" need in the current advertiser-agency relationship.

There is no question about it: life would be a lot happier if a formula could be devised to show exactly what sales resulted, or would result, from a given advertising campaign. But advertising is not a machine—fortunately—and its results cannot be predicted like units coming off an assembly line. Henry Schachte, executive vice president of Lever Bros. and chairman of the ANA, said it well when he called upon advertising research people earlier this month to stop wasting time with what they *can't* do, accept the fact that advertising *does* work, and get busy to make it work better (BROADCASTING, April 6).

Research on the impact of the delivered message was part of the broad program Mr. Schachte recommended, and this brings us to another highlight of the same meeting at which he spoke: a study which beautifully points up television's power to turn lookers into customers.

It was conducted among viewers—and a matched sample of non-viewers—of a five-minute weather program sponsored by the New York Telephone Co. In part, this study showed that the television series "pre-sold" its audience to such an extent that the company sold three times as many extension telephones and other residence telephone equipment to people who watched the show as to people who did not.

It would be foolish to say, on the basis of these figures, that television will triple the sales of any product among the viewers of the sponsor's program. But it also would be short-sighted, if not foolish, for an advertiser to look at this study and dismiss the potential of television without giving it a serious second thought. For people with things to sell, it should make television overwhelmingly attractive.

## A common danger

THIS week, at the Greenbrier in White Sulphur Springs, W. Va., leaders of top advertising agencies of the U.S. will face up to a problem that has been troubling advertising people increasingly in recent times. The problem is essentially one of public relations, with heavy governmental overtones, and the forum for its discussion is the annual convention of the American Assn. of Advertising Agencies.

If all this sounds strangely familiar to the broadcasters, it is only because the parallel with their own plight is striking. Television right now is in the process of mounting a massive public relations campaign of its own—or, to be more exact, is in the process of trying to develop a mountable campaign.

The advertising business, like television, is beset by many critical forces. One of the most powerful of these is government, and while it is difficult to imagine more government intervention in any business's affairs than broadcasting has endured, the record is plain: advertising faces serious legislative threats at all levels of government; federal, state and local. Taxes on advertising, restrictions on liquor and alcoholic beverage advertising, questions regarding the income-tax deductibility of institutional advertising expense —these are samples of some of the crippling moves that have been tried or proposed.

The need to improve understanding of advertising's function among both legislators and administrators—at all levels—is obvious. Public understanding needs improvement, too, for from the public, prodded by special-interest groups, comes much of the pressure that is exerted on legislators to "do something."

What will come out of the AAAA sessions we do not venture to predict. The problem is not a new one, either to the AAAA or to other advertising groups, but it is encouraging to see the 4A's give it the prominence that apparently it is due to get in this week's deliberations. For selling the story of advertising, we can think of no one better equipped or qualified than advertising agencies.

In its efforts to improve its own public image, advertising deserves the support as well as the sympathy of broadcasters—just as broadcasters ought to have advertising's sympathy and support in their own public relations undertaking. To the extent that either group succeeds, both are bound to benefit.

Drawn for BROADCASTING by Sid Hix

*"In this business, Miss Watts, we have what we call barter deals."*

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